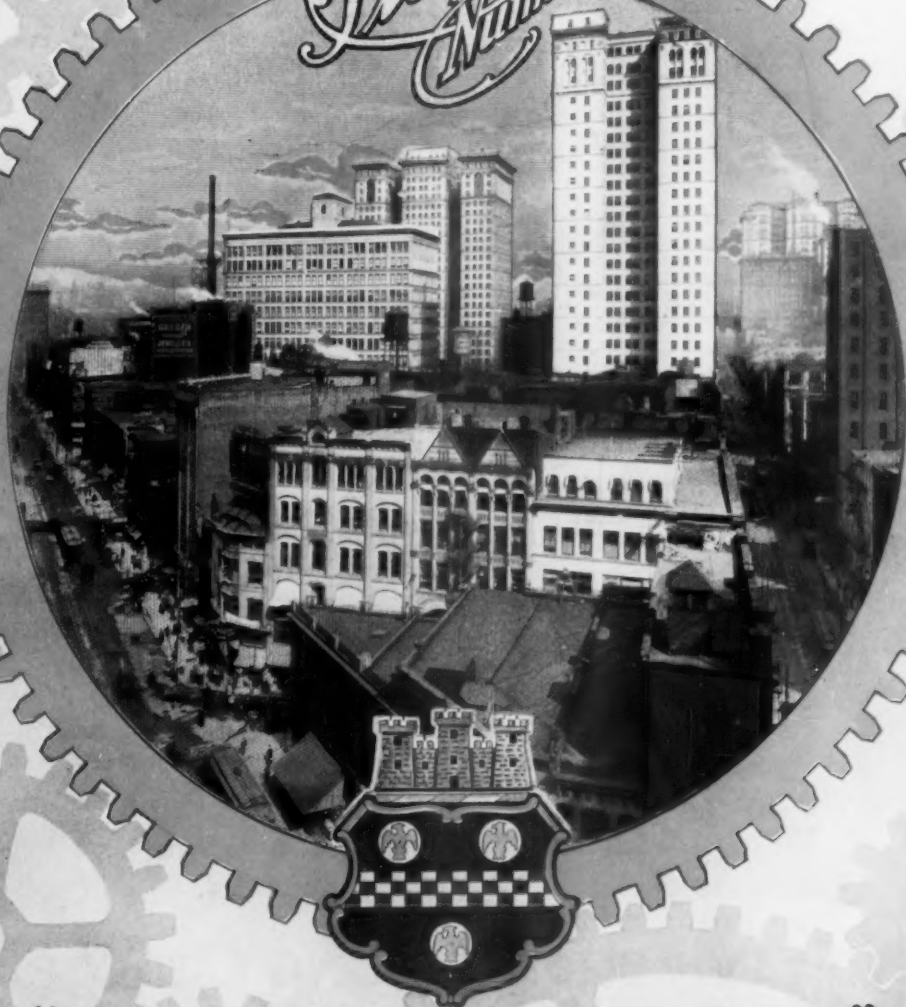


# THE NATIONAL ROTARIAN

*Pittsburgh  
Number*



**"PITTSBURGH PROMOTES PROGRESS"**

And the Energy of Her Industry  
Rotates Throughout the World

Vol. 2

June 1912

No. 6

*Franklin Pab*

# ROTARIAN PETROLEUM PRODUCTS

Everything From Crude Oil

---

LUBRICANTS :: ILLUMINANTS  
GASOLINE :: PARAFFINE WAX

---

**WAVERLY OIL WORKS CO.**  
INDEPENDENT REFINERS  
PITTSBURGH

Does your "Jobber" use "Waverly" Products?  
If not---why not?

FREE TO ROTARIANS. 320 Page Book—Tells All About Oils.

HARRY H. WILLOCK, Secretary and Treasurer  
(Member Pittsburgh Rotary Club)

## **ATTENTION ROTARIAN**

---

## **Collections Made Everywhere**

**For Manufacturers and Jobbers**

Send for a book of our **1** per cent Triple  
Demand Drafts Free. Prompt reports  
and quick remittances our success.

**No Collection — No Charge**

---

**UNITED MERCANTILE CO.**

EMPIRE BLDG., PITTSBURGH, PA.  
WM. MEYER, Manager (Member Pittsburgh Rotary Club)

## THE NATIONAL ROTARIAN



(Member Pittsburgh Rotary Club)

### Duff's Molasses

THE MODERN WAY  
IN CANS

Clean, Convenient,  
Always Quality

**P. Duff & Sons**  
PITTSBURGH

WM. H. DUFF II, (Member Pittsburgh  
Rotary Club)

### THE FARRAR SYSTEM of Printed Salesmanship

Is built on twelve years' experience in working out the merchandising and distributing problems of—

#### MANUFACTURERS AND JOBBERS

We will put our system behind your sales department and double its efficiency; we will place you in direct and constant touch with every prospect you have—and we will get you business at a smaller cost per order than you ever got it before.

#### Let Us Develop 100% Efficiency in Your Sales Department

If you want more business—at the minimum cost and effort—send for our gingery little book "STICK" and let us submit plans and prices. No obligation incurred.

#### THE FARRAR ADVERTISING CO.

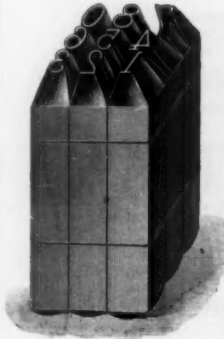
DAVID C. FARRAR, Prest.  
(Member Pittsburgh Rotary Club)

**Diamond Bank Building**  
PITTSBURGH

When writing to our advertisers tell them you saw it in THE NATIONAL ROTARIAN.

## STEEL STAMPS

**Hand Made**



Guaranteed to stamp high carbon STEEL without breaking.

The largest tool steel manufacturers in the country have their stamps made by

*Weber-Erickson-Bunting Co.*

221 DIAMOND STREET  
PITTSBURGH, PA.

SEND FOR PRICE LIST

Chas. H. Bunting, President, Member Pittsburgh Rotary Club

## Fellow Rotarians

Rotate around to the nearest drug store cigar stand and hand the clerk a nickel. Ask him for two



## Red Devils—

a mild, sweet smoke at a reasonable price. If he does not have them, tell him he's missing a good bet. Then send me **\$2.25**—the special mail order price to Rotarian members—and I'll send you 100 packed in a cedar box, express prepaid.

RED DEVILishly yours,

W. L. FLAGG,

Pres. and Gen. Mgr.

**THE DUQUESNE CIGAR COMPANY**  
Pittsburgh, Pa.

(Member Pittsburgh Rotary Club)

## Oil Well Supply Company

PITTSBURGH,  
PA.



**D. J. BROWN,**

Treasurer

(Member Pittsburgh Rotary Club)

*John Bragdon*  
**ENGRAVER**  
**DESIGNING**  
**AND**  
**COLOR WORK**  
**A SPECIALTY**  
**ZINC ETCHING**  
**HALFTONE**  
**& WOOD ENGRAVING**  
**COMMERCIAL PHOTOGRAPHY**  
**711 PENNAVE**  
**PITTSBURGH, PA.**

Mention THE NATIONAL ROTARIAN when writing to our advertisers.



# The National Rotarian

Chesley R. Perry, Editor and Business Manager

## ASSOCIATE EDITORS

J. E. Fitzwilson.....	Boston, Mass.	E. L. Ormsby.....	Oakland, Calif.
Alex F. Osborn.....	Buffalo, N. Y.	Eugene Whittington....	Oklahoma City, Okla.
H. W. Davison.....	Chicago, Ill.	Chas. A. Tyler.....	Philadelphia, Pa.
Elmont V. Bankhardt....	Cincinnati, Ohio	Jas. H. Conlin.....	Pittsburgh, Pa.
Sherman Scofield.....	Cleveland, Ohio	Marshall N. Dana.....	Portland, Ore.
W. J. Sears.....	Columbus, Ohio	Carleton F. Freese.....	Providence, R. I.
Lawrence Miller.....	Dallas, Texas	J. F. Haight.....	San Diego, Cal.
O. R. McDonald.....	Des Moines, Iowa	E. M. Platt.....	St. Joseph, Mo.
D. H. Bower.....	Detroit, Mich.	A. D. Grant.....	St. Louis, Mo.
C. H. Mackintosh.....	Duluth, Minn.	J. W. G. Curtiss.....	St. Paul, Minn.
W. Stuart Morrow.....	Glasgow, Scotland	A. N. McKay.....	Salt Lake City, Utah
J. R. Kinsloe.....	Harrisburg, Pa.	S. P. Johnston.....	San Francisco, Calif.
Phillip E. Curtiss.....	Hartford, Conn.	C. M. Coe.....	Seattle, Wash.
Clifford Payne.....	Jacksonville, Fla.	L. F. Allen.....	Spokane, Wash.
Frank T. Riley.....	Kansas City, Mo.	John P. O'Connor.....	Superior, Wis.
B. A. George.....	Lincoln, Neb.	Ray Van Benschoten....	Syracuse, N. Y.
D. H. Schuhmann.....	Los Angeles, Calif.	Wm. G. Stearns.....	Tacoma, Wash.
Geo. L. Lang.....	Minneapolis, Minn.	Roscoe C. Ray.....	Wichita, Kans.
Wm. Clayton.....	New York City, N. Y.		

OFFICIAL ORGAN OF THE NATIONAL ASSOCIATION OF ROTARY CLUBS  
PUBLISHED BY THE BOARD OF DIRECTORS OF THE ASSOCIATION

## PITTSBURGH NUMBER

JUNE, 1912

## ADVERTISERS IN THIS ISSUE

### PITTSBURGH, PA.

Bell, D. Bates  
Bragdon, John C.  
Farrar Advertising Co., The  
Church Envelope Co., The  
J. B. Curley Company  
P. Duff & Sons  
Duquesne Cigar Co.  
John Eichleay & Co.  
Fort Pitt Lithographing  
Co.  
Geldel & Dickson  
L. A. Green Equipment Co.  
Imperial Assurance Society  
R. W. Johnston Studio  
Little & McClure  
Oil Well Supply Co.  
Waverley Oil Works  
Weber-Erickson-Bunting  
Co.  
West Penn Paper Co.

### DES MOINES, IA.

Bankers' Accident Ins. Co.  
Capital City Commercial  
College

Centennial Milling Co.  
Century Savings Bank  
Des Moines Stationery Co.  
F. O. Evans Piano Co.  
Henry, T. W.  
Hopkins Brothers  
Merchants Transfer & Stor-  
age Co.  
D. E. Moon Ptg. and En-  
graving Co.  
"Nicolli The Tailor"  
Savery Hotel  
Tone Brothers  
Willcox-Howell-Hopkins  
Company

### MISCELLANEOUS.

Badger Fire Extinguisher  
Company  
Carter, Henry  
Claggett Storage & Transfer  
Co.  
Columbian Insecticide Co.  
Duluth Rotary Club  
Fenton Label Co.  
Gatchel & Manning

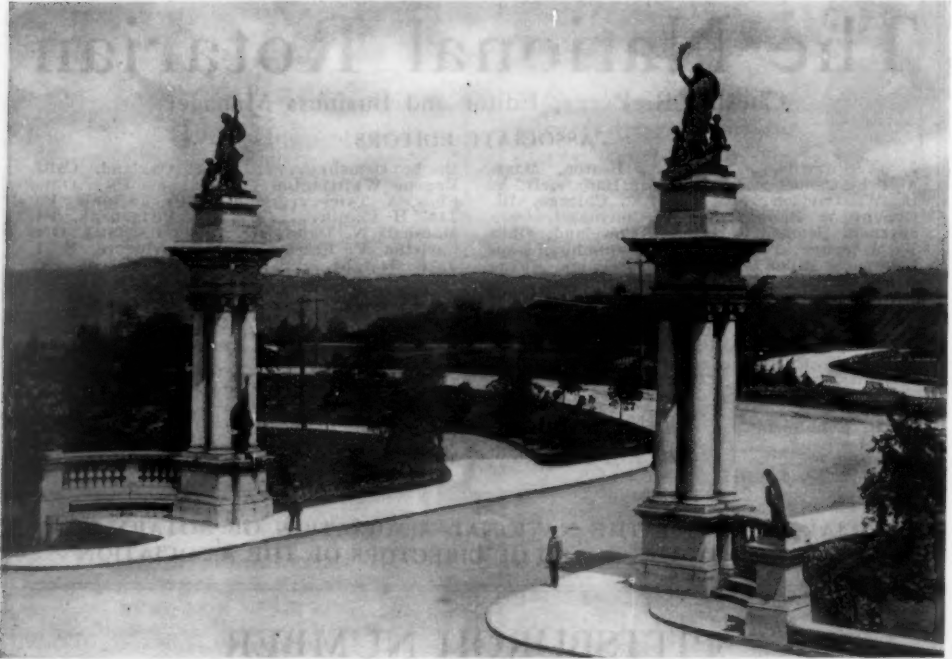
Gertz, John  
G. M. Harris Curlio Co.  
Hotel Radisson  
International Press Clipping  
Bureau  
Jenkins Linen Company  
Kewanee Boiler Co.  
Nat'l Bank of Commerce  
New Perkins Hotel  
J. Newman & Sons Corp'n  
Orcutt Storage Packing &  
Moving Co.  
Phoenix Paint & Varnish  
Co.  
Postal Hotel Co.  
Roth Brothers  
Sears & Simpson Co.  
Smith & Smith  
Taylor Instrument Compa-  
nies  
The Business Man's Pub-  
lishing Co.  
United Mercantile Co.  
United Cereal Mills, Ltd.  
Union Trust Co. (Chicago)  
Urbana Wine Co.  
H. E. Wilcox Motor Car Co.

## ISSUED MONTHLY

Terms: 25 Cents a Year

Single Copies 10 Cents

Office of Publication: 911 FIRST NATIONAL BANK BLDG.  
CHICAGO, U. S. A.



Entrance to Highland Park, Pittsburgh.

## A Message and a Welcome From the Rotary Club of Pittsburgh



S true sons, we welcome you to our mother city—a city whose children are the clean-cut, self-respecting American men and women you like to call friends—a city with a proud history—and a city with ideals that will unfold a future glory to be reckoned in the higher, broader things of life as well as the material.

As the fifth city in the land, with a metropolitan district population of 1,043,000, we realize our responsibilities. The first is to guide your eyes to Pittsburgh, the city beautiful and esthetic, as well as the city populous and wealthy.

We bid you see the real Pittsburgh—the Pittsburgh we know and love.  
Welcome.

DAVID C. FARRAR,  
President.

# The National Rotarian

OFFICIAL ORGAN OF THE NATIONAL ASSOCIATION OF ROTARY CLUBS

Vol. II.

JUNE, 1912

No. 6

## Pittsburgh's Front Door

By John P. Cowan

Pittsburgh Industrial Development Commission.

**P**ITTSBURGH'S front door, so long ignored in the popular estimate of this great American city, just now is attracting world-wide attention. Secure in her industrial supremacy Pittsburgh is making her most pronounced effort in the direction of civic attainment.

"Rear entrance" features—always the least inviting in municipalities—in the past have been a misfortune for Pittsburgh because the stranger almost invariably found the back door first, and his initial impressions proved the most lasting. It is being realized that this has been largely the result of unfortunate geographical location. From the old order of things virtually a new city is springing up. Pittsburgh invites attention to her front door.

Pittsburgh has undergone no fairy-like transformation. There has been no "magic wand" business about the city's new habiliment. Progress has been along material lines and has yielded substantial results in everything that makes for civic betterment—for comfortable living, for education on a broad plane, for the enjoyment of those refining influences endowed by the patronage of the arts. The din of Pittsburgh's forges finds a new echo in the harmony of the city's progressive life.

It used to be declared that "Pittsburgh's windows were poorly dressed." The traveler who took a casual glance at the city from a railroad train pass-

ing through the manufacturing districts, and the transient visitor whose view of Pittsburgh was confined to a fleeting look around the railroad terminals, allowed their hastily formed ideas to prejudice their opinion. They saw nothing of the real city. Thus back door views of one of the country's most attractive residence cities were advertised to represent the real Pittsburgh. But the false story no longer goes undisputed. Pittsburgh's front door discounts the libel on the city's beauty. The new era is at hand.

The outside world, prone to believe the worst about Pittsburgh, misunderstood the rejuvenation movement which had been undertaken to purge the city of evils incident to all large municipalities. When Pittsburgh punished grafters the corruption thus exposed was pointed out as typical of existing conditions rather than as an aggressive step toward eliminating crime from the community.

### A NEW ORDER OF THINGS.

But the reformation had a telling effect. The new order of things was far-reaching. Civic improvements were undertaken hand in hand with political movements toward securing clean government. An important factor in the uplifting of Pittsburgh is the character of the men who have been induced to assume the responsibilities of public life. Legislation promoting the city's beneficent interests was granted by the state legislature and all classes joined

## THE NATIONAL ROTARIAN



**DOWN TOWN, PITTSBURGH.**  
**The Hub of the Pittsburgh Rotary Wheel.**

in the wholesome enterprise of adding to Pittsburgh's claims as one of America's most attractive residential centers.

The wonderful work accomplished in a remarkably brief space of time has excited the world's comment. New features in the life of the city distinguished it among its sister municipalities. As if by magic, in the eyes of the outsiders, the Pittsburgh of yesterday disappeared. They still marvel at the Pittsburgh of today.

The scorned "Smoky City" of yesterday has given place to the inviting locality where artists have found inspiration for their best canvases—where renowned magazine writers have reveled in poetic description of that very environment which formerly was designated as abounding in grime and soot. Students of political science and sociology visited Pittsburgh to learn at first hand the story of its material and esthetic progress.

### **DRESSING PITTSBURGH'S WINDOWS.**

Verily, Pittsburgh's front door is now its main portal. The Pittsburgh of today has learned to "dress its windows." The view within rivals that of any city on the continent. The recital of this accomplishment forms the most interesting chapter in Pittsburgh's history.

One of the first steps in the reclamation of the city was to disregard ward lines which divide the municipality into numerous integral parts, each of which in educational affairs, was under practically a separate government, liable to be mismanaged and mulcted of its revenue if those in control happened to be men of little conscience and no honor or regard for the public.

This procedure ended in the virtual union of small communities, and gave the government of the whole into the hands of men appointed by the government of the state. The men thus put into public office had no reason to fear petty criticism and no need to cater to any particular part of the city or coterie of politicians for the retention of their power.

Taken in its entirety, responsibility for the success of the new Pittsburgh may be said to be divided among four forces, each independent of the other, yet acting in harmony with and, at times, seeking the assistance of the others, while working to uplift and improve the city. There is the new city council of nine members, holding the reigns of civic government; the Board of Public Education, having absolute administration of the educational system; the Pittsburgh Industrial Development Commission, which was cre-



## THE NATIONAL ROTARIAN

ated with a view of reaching out for a greater diversity of industries in addition to an improvement of economic conditions; and a federation of philanthropic, sociological and other clubs and societies.

### MODIFIED COMMISSION GOVERNMENT.

Pittsburgh practically has a commission form of government.

Its councilmanic body is a small, compact organization which holds public meetings only and has given conclusive evidence of being actuated in its deliberations by the desire to enact legislation which will be in conformity with the public weal. Probably its most popular and praiseworthy var-

tain to be approved in formal council gathering.

The administration of Pittsburgh's school affairs likewise is in the hands of a non-partisan body composed of the city's leading public spirited citizens. The new school code passed by the legislature took from the ward and other school boards all their powers and properties, and vested them in a central board of education of fifteen members, three of whom are women. All serve without remuneration, and have absolute power in all school affairs in Pittsburgh, the levying of school taxes, the appointing of all officials and teachers, and the adoption of methods.

In place of 63 boards having 412 members, there is now one board of 15 members; plainly a more business-like arrangement and one calculated to raise the standard of educational affairs in the city.

### PATRIOTIC BOOSTERS.

In no city in the country is there a more general or active interest in civic affairs. The Pittsburgh Chamber of Commerce with its 900 members is international in the scope of its enterprises. In every community in the city and in all the suburban boroughs surrounding the city is a local board of trade alert to promote the interests of these districts

and the mercantile concerns and residents and property owners therein.

There are 21 of these organizations with an aggregate membership exceeding 5,000.

Still another example of the responsiveness upon the part of men of important interests when called upon to aid the civic movement was given when the Chamber of Commerce created the Pittsburgh Industrial Development Commission, dedicated to the purpose of encouraging the establish-

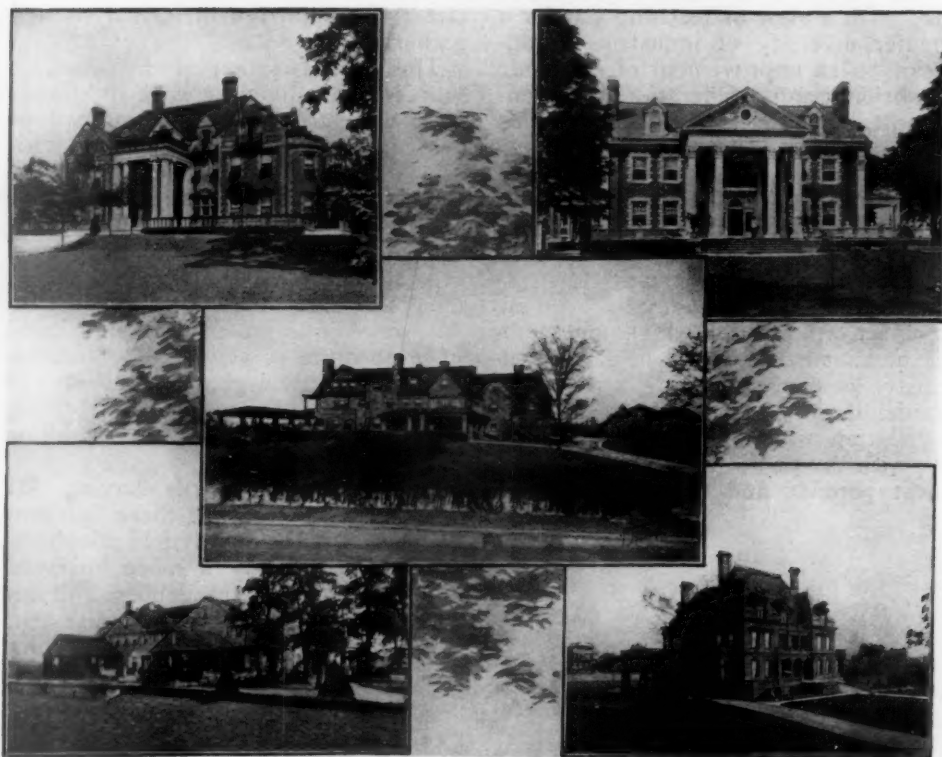


Pennsylvania Railroad Station, Pittsburgh.

iance from the procedure of the old unwieldy common and select council, is the method of holding its committee meetings, wherein dishonest councilmen heretofore found their greatest opportunity to devise schemes whereby the city was to be betrayed. Under the present regime each member of council is a member of each and every committee, with the apparent advantage that every meeting of any committee is a meeting of council and that which is decided in committee is cer-



## THE NATIONAL ROTARIAN



Pittsburgh Has Miles of Homes Like These.

ment of diversified manufactures in the Pittsburgh district.

For Pittsburgh to take the stand that it should seek additional industries when it already held the proud position it does in the industrial world, may seem energy and time wasted, but Pittsburgh, looking to the future, decided to endeavor to secure more industries so that it could continue to expand and thereby maintain its supremacy. If need were found, it was decided to remedy certain economic conditions, a gigantic problem in any city. With this general policy, a program was drafted to raise a fund of \$250,000 for a three-year campaign for the advertisement and exploitation of Pittsburgh resources.

The Chamber selected for the commission: Col. H. P. Bope, vice-president and general manager of sales, Carnegie Steel Company; F. F. Nicola, real estate; W. H. Donner, financier;

D. P. Black, president Real Estate Trust Company; James C. Chaplain, vice-president Colonial Trust Company; Morris Baer, general manager Kaufman Brothers department store; W. C. Coffin, structural engineer, Jones & Laughlin Steel Company; Robert Finney, general agent Baltimore & Ohio Railroad; Robert Garland, city councilman and president Garland Nut & Rivet Company; A. M. Schoyer, general superintendent Pennsylvania Lines; Col. James M. Shoonmaker, vice-president Pittsburgh & Lake Erie Railroad; James F. Keenan, president Haugh & Keenan Storage and Transfer Company.

### PRACTICAL WORK OF PRACTICAL MEN.

Pittsburgh in general believed that if the reforms were to be consummated and the addition to Pittsburgh's mills attracted, no abler body of men could have been selected for the work.

## THE NATIONAL ROTARIAN

The question immediately arising was: Would those chosen give their time to obtain the desired ends? Not one refused, and despite the problems to be solved in their own businesses, they have organized and are framing legislation and dictating campaigns to encourage a loyal and hearty sentiment for their home city. The city council is co-operating in the work of the commission.

The first step taken by the commission was the inauguration of a comprehensive study of fundamental conditions. This for the purpose of equipping itself with the data necessary to present to hard-headed business men with a view of exploiting the claims of the Pittsburgh district. The direction of this economic survey was placed in the hands of Dr. J. T. Holdsworth, dean of the School of Economics of the University of Pittsburgh. The city administration, realizing the important value of this survey, contributed \$5,000 toward the work and lent its full co-operation to the investigation.

This survey included a study of the cost of living, freight rates, water rates, general taxation, educational facilities, fuel costs and other fundamentals upon which commerce and industry are founded. Not only was the survey

made of the Pittsburgh district and the city of Pittsburgh but was carried into other cities for comparative purposes. In this manner the Industrial Development Commission has found itself enabled to explain to those seeking new locations for their industries the comparative costs in their present territory and in the Pittsburgh territory.

### VALUE OF PITTSBURGH'S WAGE DOLLAR.

Facts gleaned by Dr. Holdsworth and his corps of assistants dealt with the comparison in wages paid in the various cities, the relative cost of living, including a detailed investigation into the prices of articles necessary for family use, rents, taxation, etc. The results show that the purchasing power of the wage dollar of the Pittsburgh working man is greater than that paid in any other American industrial center.

A quarter of a century ago the business district of Pittsburgh began to spread beyond the confines of the low lying valleys of its historic three rivers. With the coming of modern traction service the residential sections grew up on the hills overlooking the beautiful East Liberty valley and the country far beyond. Soon afterward



**THE UNIVERSITY OF PITTSBURGH—WHEN COMPLETED.**  
The Oldest College in America, West of the Alleghenies.

## THE NATIONAL ROTARIAN

Mrs. Mary E. Schenley donated to the city the magnificent park which bears her name. Andrew Carnegie gave the structure covering four acres at the entrance of Schenley Park, wherein is housed the public library with hundreds of thousands of volumes. In this same stately edifice are the art galleries, the museum, the music hall, with one of the largest pipe organs in the world, the numerous lecture rooms. The Carnegie Library has eight branches and 22 sub-stations, with an annual circulation in 1911 of 2,130,538 volumes. All the privileges of the library and the institute are free to the residents of Pittsburgh.

The attractiveness of the Schenley Park district was further enhanced by the erection of the Carnegie Institute of Technology and the Margaret Morrison School for Women, which, with the institute, including endowments, cost the donor \$24,000,000. The campus covers 32 acres and 2,450 students are enrolled. No tuition is charged Pittsburgh students.

### ARCHITECTURAL MONUMENTS.

On an enjoining slope overlooking this new civic center is being erected

the new buildings of the University of Pittsburgh, covering a campus of 43 acres. This is the oldest educational institution in Pittsburgh and has a faculty of 225 instructors and 1,948 students.

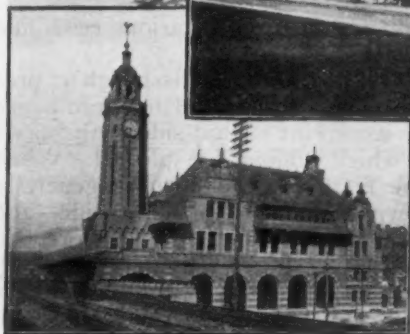
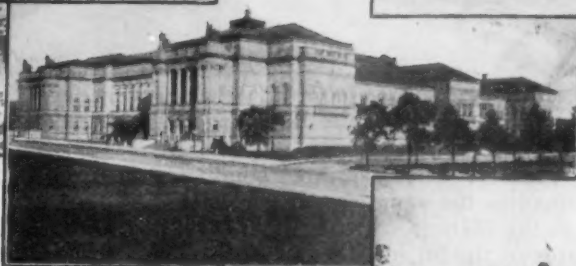
These institutions set the pace for the rapid growth of this beautiful section of the city and the buildings which are being erected here are architectural monuments.

One of these is the Allegheny County Soldiers' and Sailors' Memorial Hall, erected in memory of the deeds of men of Allegheny county who fought in the Civil War. It cost \$1,500,000. The Pittsburgh Athletic Association's new club house, which stands near by, is admittedly the most magnificently fitted athletic club in the country, the famous New York and Chicago clubs not excepted. The organization has a resident membership of 2,500. In the same locality are the homes of the Pittsburgh University Club and the Twentieth Century Club, the Eighteenth Regiment Armory, the Western Pennsylvania Institution for the Blind, St. Paul's Cathedral and the Pittsburgh Baseball Club's park with its new \$1,000,000 steel and concrete grandstand.



Pittsburgh's Brilliant Educational and Institutional Center, in the Schenley Park District.

## THE NATIONAL ROTARIAN



### WORTH SEEING IN PITTSBURGH.

Pittsburgh Athletic Association

Court House

Fort Wayne Depot

Carnegie Institute.

Allegheny Country Club

The development of the residential districts was pushed with renewed energy. Adjacent to the civic center surrounding the Carnegie Institute, the Schenley Farms colony of beautiful homes has sprung up. While long distance assailants of Pittsburgh's good name were still complaining of smoke and soot and spreading other slanders derogatory to the city, the people were building boulevards, extending the park system, installing play grounds and improving the streets, while the municipal administration was encouraging the progressive spirit by the appointment of the City Planning Commission, the Pittsburgh Art Commission, the Shade Tree Commission and the Morals Commission.

### SMOOTHING THE ROUGH PLACES.

These organizations are composed of citizens who have undertaken their work with a practical knowledge of the special requirements of the city. The rugged topographical features of Pittsburgh have proved no obstacle in the way of those who are working along lines calculated to add to the community's attractiveness. Its hills have been utilized to enhance the beauty of the urban landscape. The Flood Commission, which has carried on extensive investigations into the causes of inundations in the Ohio valley, has proposed a practical and elaborate plan for street improvement together with a means of safeguarding the city from damage by high water.



## THE NATIONAL ROTARIAN



**CARNEGIE INSTITUTE OF TECHNOLOGY.**

The Present Buildings are but the Beginning of the Ultimate Institution.

One of the greatest physical improvements planned is the removal of what is known as the "Hump," a steep grade in the center of the business section, which has prevented the easy handling of traffic between the downtown and residential sections. For this work the citizens approved a bond issue for about \$750,000 and the improvement is now under way and will require about two years to complete.

The "Hump" removal practically will result in the rebuilding of twenty blocks in the heart of the city. Tumble-down buildings and antiquated structures are being razed and in their places modern buildings will be erected. It is estimated that these improvements will call for the expenditure of about \$10,000,000.

### INDUSTRIAL RESEARCH.

Industrial and scientific research is being conducted by Pittsburgh institutions with the same enthusiastic spirit that characterizes the work of the city's civic organizations. The testing station of the United States Bureau of Mines is located in Pittsburgh, and here government experts are working out the great problem of mining and the safeguarding of the toilers underground. With fellowships aggregating more than \$100,000 the laboratory of industrial research of the University of Pittsburgh is attracting world-wide attention through the experiments

conducted in solving various economic problems.

The features of Pittsburgh's progressiveness mentioned in these pages give some hint of that side of the city's life which seldom is exploited. When these features become more generally known to the great world outside—and the world is bound to hear more and more of Pittsburgh—the front door attractions of the city will be irresistible and the Pittsburgh of today will command attention for its beauty, its refining influences and its educational and civic institutions as well as for being the industrial metropolis of the Western Hemisphere. Truly, "Pittsburgh Promotes Progress!"



**The Magnificent New Soldiers' and Sailors Memorial.**



## Efficient Rotarianism as a Social Force

By Oscar T. Taylor

Attorney at Law and the Founder and First President of the Rotary Club of Pittsburgh

**T**HE evolution of Rotarianism has been rapid within the last two years. In that time many able discussions of the subject have been published. Standardization has progressed to such an extent that many of the clubs define their objects in substantially identical language. And yet the possibilities of the movement are such that the last word has not been said and the evolution will not have been completed within a period which can be definitely foretold.

The time was when this club or that club had definitely and finally solved all of the problems involved and generously furnished working plans for any other club which might be within the sphere of its influence. The time is when all clubs see that mistakes have been made, that there are possibilities of benefits to members not clearly seen in the beginning. Each is earnestly watching all the others in the hope of being able to appropriate from the experiences of others ideas which will advance it along desirable lines in the evolution taking place. The National Rotarian serves as a clearing house for the exchange of such ideas, and as such Pittsburgh welcomes its opportunity presented in the June number.

The President having done me the honor to ask me to write something for the National Rotarian, I have felt that if possible I ought to endeavor to express the Pittsburgh idea—perhaps to suggest rather than state in absolute terms what it seems to me we Pittsburghers think a member of the organization may expect to receive in the way of benefits and what his fellow-members have a right to expect of him in return.

The Pittsburgh Club has been fortunate in that we were able to profit by the experiences of other clubs which

were organized before it, and we have always been grateful to National President Harris and National Secretary Perry for having placed at our disposal a mass of literature contributed by other clubs which it took weeks to study and digest. Thus we started the Pittsburgh Club with some idea of the mistakes to be avoided and with a firm resolve to make haste slowly. There has been no unduly rapid admission of new members, and we have been able to assimilate without a single attack of indigestion all new members actuated by the Rotarian idea, and to waste little energy on those who were found to be undigestible. Our Constitution and By-Laws are similar to those of other clubs, and on receiving the suggestion from the National Secretary, the statement of the objects of the club were changed before the permanent adoption of the Constitution to what we assume is or will be the standard form, as follows, viz:

(a) To develop and exchange among its members the newest, best and most successful business ideas and to promote progressive and honorable methods in trade.

(b) To advance the individual business interests of its members through the media of publicity and acquaintanceship.

(c) To promote the best interests of the City of Pittsburgh commercially and otherwise, and to foster and spread the spirit of civic pride and loyalty among its citizens.

(d) To promote good fellowship by strengthening the ties of friendship among business acquaintances.

The words expressing its objects are susceptible of an expansive meaning which will become more and more apparent as the possibilities of the movement are dwelt upon by those study-

# THE NATIONAL ROTARIAN



First Vice President,  
D. J. BROWN,  
Oil Well Supply Co.



Second Vice President,  
OSCAR T. TAYLOR,  
Attorney at Law.



President,  
DAVID C. FARRAR,  
The Farrar Advertising Co.



Director,  
L. C. VOSS,  
American Credit Indemnity Co.,  
Credit Insurance.



Director,  
CHAS. H. BUNTING,  
Weber-Erickson-Bunting Co.  
Steel and Rubber Stamps.

Officers and Directors of the Rotary Club of Pittsburgh.

# THE NATIONAL ROTARIAN



Treasurer,  
WM. H. DUFF, II,  
P. Duff & Sons,  
Molasses Refiners.



Director,  
EDWIN C. MAY,  
May Drug Co.,  
Retail Drugs.



Secretary,  
JAMES McCLURE,  
Little & McClure,  
Fire Insurance.



Registrar,  
VAN A. REED, JR.  
Oil City Boiler Works.



Sergeant-at-Arms,  
H. A. PERSELL,  
Travelers Insurance Co.

Officers and Directors of the Rotary Club of Pittsburgh.

## THE NATIONAL ROTARIAN

ing the tendencies incident to the evolution of the organization. The objects described in our Constitution are undoubtedly not the same to every member. The language used must have a different meaning as we view the subject matter from our various individual standpoints. So long as the results tend to efficiency we need not be unduly concerned over the matter.

It may be taken for granted that a busy business or professional man is self-centered and self-controlled to such an extent that he cannot be induced to join any club or engage in any movement which will not be beneficial to himself either directly or indirectly. The nature of the benefits which he expects to derive depends upon the individual, and, in the last analysis, no matter how altruistic the immediate activity of the individual, the ultimate object is a personal benefit and may be briefly described as selfish.

Rotary seems to have accepted this fact as axiomatic and it would seem also that there has been an acceptance of the maxim that "He profits most who serves best."

Formerly, some of the clubs seem to have remembered the axiom and overlooked the maxim. The results were not always desirable. Later, at least one of the clubs seems to have remembered the maxim and neglected to take account of the axiom. It seems to me that both extremes should be avoided. Is it not true that the real distinction to be drawn between selfish benefits which are to be commended by Rotary and those which are to be condemned hinges upon the question of whether or not the member so benefiting is a parasite upon his fellow-members? There is something in human nature which compels us to admire the beast of prey which courageously risks the outcome of the battle as a preliminary to the satisfaction of its appetite for food. But we have a well-defined contempt for the low forms of animal activity which attach themselves to the higher forms in some portion of the body which cannot be easily reached,

to suck the blood or vital juices to the end that the parasite may merely exist. The beast of prey may compel us to engage in an active campaign for its extermination because of its uncompromising antagonism and the consequent impossibility of both existing in the same community, but at the same time we may admire its strength, its aggressiveness, its beauty of form and movement and all the other elements which go to make up an animal of force and accomplishment. On the other hand, our war of extermination against the parasite is tempered by no such attitude of mind on our part and we can never be sorry that it is necessary to wage the war.

The thought I wish to contribute at this time is that in Rotary there is no place for a parasite. The low, spineless form of human animal who expects to exist at the expense of his fellow-rotarians is an anomaly in our organization. The high type of man who helps himself while helping others is the one who will survive in the evolution of the movement. And I would not argue that the goal to be reached is remote. In this particular more than in any other is Rotary different from all other clubs.

In other clubs self-interest is at the bottom of membership and activity, but this goal is made remote by the necessity for the exercise of shrewdness in covering up the object, due to the fact that it is unethical to advertise and to directly promote your business. In Rotary the goal is immediate, for where every one has the privilege of advertising his business, and indeed is urged unceasingly so to do, and to cultivate his fellow-members with the direct purpose in view of having more business to do, it is entirely ethical that he should pursue this course. Every member understands that business is the goal. Thus in Rotary, it is fundamental that membership results in personal benefit directly as well as indirectly.

It is possible to put a strain upon the Rotary idea by an over-insistence upon parading the evidences of adjust-

## THE NATIONAL ROTARIAN

ment to the purposes of the organization rather than upon the adjustment itself. Thus we have clubs which appear to endeavor to keep an accurate account in terms of dollars and cents of the business given and received by each individual member. This must lead to competition from the dollar and cent standpoint and the member who gives a large amount of business measured in dollars and cents may feel that Rotary is not as beneficial to him as it is to those who receive his business. On the other hand, there may be a temptation on the part of a member to throw business to another Rotary member when for some good reason he ought not to do it and thus the transaction would be detrimental to him. At the best, the keeping of such a record creates distinctions measured in dollars and cents and such a club is liable to lose sight of the lesson taught by the parable of the widow and her mite.

As opposed to the dollar and cent record, some of the clubs have gone to the other extreme and take the position that no member should actively solicit patronage by his fellow-members, and that the real method of profiting by the Rotary idea is for each member simply to exert himself to benefit the other members. Indeed, it has been the position of a spokesman of one of the clubs that no member ever solicits business and that all members expend themselves in the giving of business to others. If all members of that club are alike controlled by Rotary principles the results should be most satisfactory. But I doubt if all are so controlled and it seems to me that the proper course is for each member to avoid being a parasite on the one hand or a beast of prey on the other. Let each member co-operate with all other mem-

bers to the greatest extent possible, both by giving business directly and influencing customers to Rotarians where possible, at the same time bringing to the notice of other members that he can serve well the other members and those that other members may influence to patronize him.

Not every service can be measured in dollars and cents. The writer has in mind one service rendered to him by another member of the Pittsburgh Club which was of great value, not only on account of the service actually rendered, but by reason of the great expenditure of time and energy which it would have been necessary to expend had the other member not been predisposed to render the service. No doubt many other members have had similar experiences. The scheme adopted by the Minneapolis Club for analyzing Rotary efficiency direct and indirect, as described in the April, 1912, number of The National Rotarian appeals to the writer as being along the right lines. What matters it whether the amount of business given be large or small so long as the member gives as much of his business as possible to his fellow Rotarians? If some member habitually fails to patronize his fellow Rotarians, the question may well be raised as to whether or not some other man in the same line of business would be a more helpful member than the one who forgets his fellow Rotarians. But surely no adverse criticism should be made of the member who, while giving only a small amount of patronage to his fellow Rotarians, gives as much as might be expected of anyone else in the same line of business. The fact should not be overlooked that the member giving the small amount of business may nevertheless render valuable service to his

### **The R. W. Johnston Studios OF PITTSBURGH**

SOLICIT CORRESPONDENCE WITH  
**Rotary Commercial Photographers**  
IN ALL CITIES

R. W. Johnston, (Member Pittsburgh Rotary Club)

### **J. B. CURLEY CO.**

Manufacturers of **Commercial Stationery**  
**ENGRAVING EMBOSSEMENT DESIGNING**

Is your letter head significant of your business? Does it portray the caliber of the character behind the business? Ask us to make you a design without obligations.

341 Sixth Ave., Pittsburgh, Pa.  
JNO. B. CURLEY, Pres. (Member Pittsburgh Rotary Club)



## THE NATIONAL ROTARIAN

fellow-members by rendering service to the club as an organization.

Why is it necessary that benefits to be derived from Rotary should be expressed in terms of dollars and cents? While the money value is important, there are other fundamental benefits. These may be expressed in terms of acquaintance, knowledge, culture, adjustment, experience, character, citizenship and social efficiency. The growth of the individual who profits to the fullest extent from the benefits to be derived from Rotary should be such that he will be better able to do more business not only with his fellow Rotarians, but with the public at large. His ability to accumulate dollars should be increased and thus all of these fundamental benefits are closely related to our business needs and may be commercialized.

In small communities it is an easy matter to be personally acquainted with other business men, but this is impossible in cities in which Rotary clubs exist. We may transact business for years with concerns without knowing any of the proprietors or officers. On the other hand, we may have a social acquaintance in other clubs with many business men without having the least idea what business they are engaged in. In Rotary we become jointly acquainted with one man and one business, associating the connection in our minds, and acquainted in a way and to an extent which is practically impossible in any other organization. The acquaintance becomes as complete and intimate as exists in small communities, and we become really interested in the success of our fellow members. Instead of passing a fellow member by as we walk along the street, looking at him in an impersonal way as we do the many thousands that we pass, a

feeling of friendship is excited and the immediate effect on each is beneficial in itself. In many instances, acquaintanceship becomes a first name acquaintance and we approach as near as possible within a large community the relations which can otherwise exist only in a small community. This benefit, entirely aside from its dollar and cent value, should be highly prized.

Acquaintance with a member and his line of business leads to a desire to acquire a knowledge in regard to the business itself and the methods of conducting it. Absence of competition between members leads one to describe his methods and thus all other members get the benefits which follow a knowledge of methods which may be applied to other businesses. This knowledge indirectly has a dollar and cent value, but in a broader sense knowledge leads to culture, a broadening of the viewpoint and a rounding out of one's grasp upon activities of the community.

It follows that we, as members of the Rotary Club, are better able to adjust ourselves to our environment, as well as to see opportunities for adjusting ourselves as a small business community within the general larger community.

A complete adjustment within the club leads to a confidence that the rendering of the most service consistent with business foresight will be appreciated, and this confidence excites the corresponding confidence by which we can safely recommend a fellow Rotarian to our other acquaintances, certain that good value will be given in every instance. The accumulation of such experiences leads to an assurance which is reflected in the enobling of the characters of our members. The ultimate result should be good citizenship, with



**Schmidt's**  
**KUMFORT**  
**Shoes**

614 Smithfield Street

Albert J. Schmidt, (Member Pittsburgh Rotary Club)

### TWENTY-FOUR YEARS A TRAVELERS AGENT

**D. Bates Bell, Gen. Agt.**

**The Travelers Insurance Company**  
of Hartford, Conn.

1108 Commonwealth Bldg. Pittsburgh, Pa.  
(Member Pittsburgh Rotary Club)

## THE NATIONAL ROTARIAN

all that the term implies, and membership in a club should be a practical guarantee of the character of the member and the business being conducted by him. May we not expect that in due season it may become generally known that a business or professional man who is entitled to make use of the Rotary emblem may be dealt with confidently and without investigation, so that the general public, instead of feeling that we are banded together merely for mutual benefit, will come to look upon membership as a guarantee of character and reliability? The effect upon members should be to increase our interest in one another and in our community as a whole, and the final outcome should be a united, co-ordinated activity for the general welfare which must be successful, a final out-

come which may be described as social efficiency. A general realization of this effect by the public at large should make the Rotary Club a power for great good in the community. Surely, a consideration of these benefits to be derived from membership should cause each member to agree that Rotary is well worth the time and energy which must be expended to retain membership. By reason of our appreciation of the fundamental benefits to be derived in a proper, selfish way, each of us should be willing to work for Rotary in the self-helpful spirit which will result in an accession of membership until every line of business is represented, and in a broadening of the usefulness of the club to every member, until the benefits shall be felt and acknowledged by the whole community.

"Pittsburgh Promotes Progress" is the slogan adopted by the city in the widespread educational campaign it is now carrying on.

The photographs used in the opening article are the products of the R. W. Johnston studios and J. G. Bragdon, engraver, both Pittsburgh Rotarians.

### The Next Issue Will Be The PHILADELPHIA Number

The efficiency of your boiler or power plant depends largely on the care it receives. We offer you our twenty years' experience in the working out of power plant problems and in the manufacture of

## Power Plant Accessories

**Boiler Tube Cleaners  
Tube Cutters  
Re-seating Machines**

**Multiple Water Strainers  
Automatic Valves  
Non-Return Valves**

*Send for Catalog "L"*

## The LAGONDA MFG. CO.

**Factory and General Office, Springfield, O.**

New York

Chicago

Boston

Philadelphia

St. Louis

Detroit

San Francisco

Birmingham

**PITTSBURGH OFFICE, JENKINS ARCADE BUILDING**

James H. Johnston, District Mgr.

(Member Pittsburgh Rotary Club)

## Pittsburgh's "Largests"

In the Joyous New National Game of City Boosting, Pittsburgh Steps up to the Bat with the Following.

By David C. Farrar

President of the Rotary Club of Pittsburgh and President of the Farrar Advertising Company

**E**VERYBODY'S doing it, dooing it, dooing it! Doin' what? Boostin'. Sure! It was bound to come in the country's development. Cities grew. They waxed prosperous. Railroads connected them. Business began to cover the map. Small concerns expanded into big ones. Big ones grew bigger. And location became an all-important factor in our commercial progress.

The result! City competition. City planning. City spirit. City advertising. Nothing makes a fellow spruce up, comb his hair and select his neckties with care like a rival for the girl's hand. It's good for him. And city boosting is a great thing for the cities; for the country; for the people, and for business. Great for the cities, because it spurs each one to self-analysis and self-improvement; great for the country, because nothing promotes commercial and social supremacy like national self-confidence; great for you and me, the people, because we learn to honor and appreciate our native towns, and to join in their uplift; great for business—no proof necessary.

It's great sport—city boosting—as long as we don't knock the other fellow.

While our statistical friends in other cities are busily whittling their lead pencils and digging out their "Largests," Pittsburgh invites your careful reflection on the scintillating gems of truth that follow:

Largest pipe and tube mill in the world.

Largest structural steel plant in the world.

Largest glass manufacturing plant in the U. S.

Largest independent wire manufacturing plant in the world.

Largest independent concern manufacturing steel buildings and bridges.

Largest brake manufacturing plant in the world.

Largest corporation in the world manufacturing rolling mill machinery.

Largest commercial coal plant in the United States.

Largest works in the world for finishing aluminum.

Largest pickling and preserving plant in the world, employing 3,500 hands and 500 traveling salesmen.

Largest electrical manufacturing works in the world, employing 13,000.

Leads the world in the manufacture of iron, steel, glass, electrical machinery, steel cars, tin plate, air brakes, fire brick, white lead, pickles and preserves, cork and aluminum.

Pittsburgh is the national plumbing supply center, the annual volume of business done in this line being \$7,000,000.

The largest warehouse in the world, cov-

ering twenty-three acres of floor space, is located in Pittsburgh.

For the hauling of materials, coke, iron ore and limestone, which are made into pig iron in the Pittsburgh district, 88,000 freight trains, with an average load of 3,400 gross tons apiece, are required every year.

The Pittsburgh district comprises a population of 4,000,000 living within a radius of 40 miles of the court house.

It leads the great cities of the country in proportion of banking capital and surplus to gross deposits.

In banking capital, surplus and undivided profits, it stands second city in the United States.

It is the third city in the United States in deposits.

Greatest tonnage in the world—168,000,000 tons.

The assessed valuation in the Pittsburgh district in 1910 was \$1,110,680,860.00.

It has ten large theaters and hundreds of other places of amusement.

It has the finest baseball park in the world—Forbes Field.

It has the most complete and broadly planned Athletic Club in the country.

It has three very large auditoriums—Exposition Hall, Soldiers' Memorial Hall and Duquesne Garden.

## "Rotary Club Advertising"

By Wm. H. Duff II.

P. Duff & Sons, Molasses Refiners,  
Treasurer of the Rotary Club of Pittsburgh.

**R**OTARY has four distinct purposes. In this article we want to deal mostly with the first:

To further the business interests of the members by their acquaintance with one another and by a mutual desire to help each other secure business.

Have you thought of the part advertising plays in the advancement of the Rotary idea? If you have, Rotarian, then this article is just a request that you keep thinking, keep working on the idea. If you haven't thought of the relation of the Rotary Club's welfare and advertising, this then is an earnest request that you do so.

Let us consider advertising.

The dictionary tells us in defining "to advertise" that it means, "to make known publicly." That's just what we Rotarians are banded together for. The first object of Rotary included that.

We are all thankful that the day is past when advertising was regarded as only that work including the writing of copy, the drawing of pictures and the buying of space. A progressive advertising agency has for its slogan, "Selling with advertising applied." That hits the nail. The progressive advertising agencies of the country, advancing in this wonderful science, are going deeper and deeper into merchandising. In some of the agencies you will find filed, ready for use at any moment, an immense amount of invaluable data about selling conditions broadcast.

Parts of advertising are the appearance of your store, the character of your stationery, the tone of your letters, the way your clerk greets customers—all of these things—and we could go on further and further. Think it over for yourself, Mr. Rotarian,

thing of the stores you patronize, the pleasant feeling you have in doing business with certain merchants because of that appreciation of your business shown in different ways. In one big store in New York City, there is a rule that under no circumstances shall a clerk urge a customer to buy. Go into that store, wander all over, you are welcome, you are undisturbed, the clerks have plenty of time to show you everything in that store. The result is everyone who has been there speaks enthusiastically of the store, its stock, the clerks. That store's policy is a magnificent part of its advertising.

Business took me one winter into Ogdensburg, N. Y., far up in New York state on the St. Lawrence river. I went into a store there selling tobacco, stationery and magazines, and purchased a stamp. The merchant took the 2 cents and said "thank you" so pleasantly that it made an impression. Later in the day, desiring some cigars, I was just entering another store when I thought of that worthy merchant farther up the street. I retraced my steps and bought from him. A simple incident, but one to prove that little things are factors in advertising. When membership in the Rotary Club has established pleasant relations one with another, then we hope to find in the stores of all Rotarians such a policy as there was in that little one at Ogdensburg, N. Y.

It doesn't seem to be many years ago when men coldly guarded the secrets of their ways of doing business. Today witness the change. See it in such organizations as the Rotary Club. The bars are let down, and in sharing these secrets with others we promote our own welfare. It is only the golden rule, "Do unto others as you would have them do unto you."



## THE NATIONAL ROTARIAN

Let us consider some expert ways of promoting the Rotary Club everywhere. The requirement for membership is unique, one individual from each particular line. At the weekly luncheon the different men tell of their business. From these talks you gather interesting and educational worth. But if it's the only opportunity a member takes to tell his fellow Rotarians about his business he falls far short of expert Rotarianism. Going beyond this, many of the clubs have devised plans to help the interests of one or more members through making a particular week theirs, that is, certain members are announced for a special week, and during that period other members are urged to patronize the chosen ones. But advertising in its broadest sense holds many other opportunities for Rotarians.

In our Rotary Club of Pittsburgh a number of members have taken steps towards the coming expert Rotarianism through series of letters. As this article is being written the Monday morning mail comes in and there are letters from two fellow Rotarians. One contains good reading matter, but the name is filled in unskillfully and this letter loses force. The other is a care-

fully prepared letter accompanied by a well printed circular. It is the third of the series that this member has sent out and all are the sort to take your notice and to let you better understand what that fellow Rotarian has to sell. Here in Pittsburgh we have been urging our members to do this work and they are beginning to get at it expertly.

We cannot get up each week and take even five minutes of the Club's time to tell about our own business. That would be impossible. But we can carefully prepare a series of letters three, four, five—whatever number is desirable—earnestly and carefully telling fellow members about our business. These can be mailed at intervals of a week. This is within the first purpose of Rotary. Correspondence can do still more. A series of such letters might be sent to other clubs. If Rotarians there have business to be transacted here, it can be arranged in that way. Just think over what correspondence may do for us all.

In June, when the present body of officers of the Rotary Club of Pittsburgh finish their term, we are to conclude with an exhibit of the products of members. No matter what the member's business is there will be

### **Fort Pitt Lithographing Company**

**COMMERCIAL LITHOGRAPHERS  
AND BANK  
STATIONERS**

701-03 Forbes Street PITTSBURGH, PA.

HARRY D. SCHMID  
(Member Pittsburgh Rotary Club)

### **ALL GOOD ROTARIANS**

**Specify the**

### **West Penn Paper Company's PERFECT PAPERS**

**FOR THEIR PRINTING**

### **West Penn Paper Company PITTSBURGH, PA.**

C. A. Riddell, Sec'y. (Member Pittsburgh Rotary Club)

### **THE L. A. GREEN EQUIPMENT CO.**

**RAILS, MACHINERY and SUPPLIES  
PITTSBURGH, PA.**

L. A. Green, Pres. (Member Pittsburgh Rotary Club)

### **GEIDEL & DICKSON**

**RECEIVERS and SHIPPERS  
GRAIN, HAY AND FEED  
PITTSBURGH, PA.**

Philip Geidel, Jr. (Member Pittsburgh Rotary Club)



## THE NATIONAL ROTARIAN

space for him, the opportunity, "to make known publicly" his work and in whatever way he may devise.

As a matter of fact the Rotary idea is simply a step in the progress of advertising. It's an improved way "to make known publicly" your business. As our Rotary Clubs advance we should devote time to the study of advertising. And a particular reason for this suggestion: You know that each year millions of dollars are wasted in advertising. Some of the waste is due to mistaken ideas, but much to unskillful work. Proportionately speaking, it is the small advertiser who wastes the most. We needn't look far for the causes of this. The good merchant may recognize in a vague way the business-getting possibilities for him through advertising. But he doesn't seek expert advice and proceeds unfortunately to advertise in a haphazard way. He will buy a novelty now and give it to his customers. Another one comes along, he buys it and gives it away. He takes space in this program and that program. At the end of the year a fair amount has been spent, not along the lines of well laid plans, but just now and again as it seems fit. Perhaps the mediums used, had they been a part of a well laid plan, might have done their duty properly. In this haphazard way advertisers spend say \$2,000 when \$1,000 carefully planned for and consistently used, would have yielded better returns. In our Rotary Clubs we can wisely devote time to the consideration of this wonderful subject—advertising.

### FISHING AND ADVERTISING.

"'Use good bait, fresh bait, and patience,' is the advice Izaak Walton years ago gave to fishermen, and fishing after all is what men engage in—fishing for business. Have for bait good live copy; fresh, up-to-date 'set up' and patiently fish in one pool. You never heard of a successful angler who rushes first to one pool and then to another. Get the best pool known by experience to contain the fish, and lure him on by offering the best bait in your kit. Fishing and advertising are alike."—Philadelphia Inquirer.

"He who invests one dollar in business should invest one dollar in advertising that business."—A. T. Stewart.

## PITTSBURG'S MOST NOTE-WORTHY SIGHT.

By Wm. C. Hamilton, President S. Hamilton Company, Musical Instruments; ex-President of the Rotary Club of Pittsburgh.

"If you desired to impress a visiting stranger with Pittsburgh's importance what would you show him?" President Farrar asked this question of a group of Rotarians at a recent Wednesday luncheon. And the answers were as numerous and varied as the individuals in the group. Skyscrapers, parks and boulevards, beautiful residences, public buildings—these and other interesting features were suggested.

To the writer's mind there is one institution, however, in which is epitomized the growth and activities—industrial, social, scientific and artistic—of Pittsburgh.

And that institution is— But wait a moment!

About sixty years ago a benevolent Pittsburgher named Anderson loaned a book to a bright-eyed, tow-headed Scotch Western Union messenger boy whose schooling had been limited, to say the least. But that boy's appetite for books was as ravenous as his craving for porridge. To his intense delight the boy was soon given the freedom of his benefactor's library. Today in the old city of Allegheny, there stands a statue erected in loving memory of the man whose kindly generosity opened to the little Scotch boy the door to the world's greatest storehouses, the printed records of man's achievements.

Firing his imagination, stimulating his ambition, enlarging his outlook, on men and affairs, books, next after his mother, proved the most powerful influence in the moulding of his character and determining his later activities. As he grew into manhood and his later years, the "open book" became his religion and he set for himself the task of stimulating in his fellow citizens a love for good books and the consequent intellectual growth, independent thought, freedom from superstition, and escape from the narrow confines of petty personal affairs which the philosophical, scientific, and historical works of the greatest minds offer to him who will read and think.

And so, when Andrew Carnegie had developed to its highest efficiency the principle of "let George do it" by surrounding himself with a group of brainy young assistants each of whom knew more about his particular branch of the steel business than Carnegie did, the time came in the evolution of business that Andrew's Scotch thrift was turned into a new and unusual channel—**spending** instead of **making** money. And the building of libraries—"free to the people"—became the joy of his life. Of

## THE NATIONAL ROTARIAN

all the buildings throughout the world which bear his name, the Carnegie Institute of Pittsburgh covers a greater field, has a wider use and larger significance than any other.

The Carnegie Library building covers five acres of ground and affords over twenty-one acres of floor space—the largest building of its kind in the world. The library proper has a capacity of over a million volumes and comprises a library school, circulating and reference departments together with special departments devoted to the arts, crafts and sciences. Also a children's library, magazine and current literature departments and the various branch libraries of the city which are controlled by the central library.

The same building includes a magnificent music-hall seating about 2,000 and equipped with a beautiful organ, dressing rooms and every facility for public entertainments. The Institute proper includes the museums, the departments of painting, sculpture, architecture, bronzes, and special art exhibits of various kinds.

Also housed in this great building is one of the most complete mechanical plants in the world, the heating, lighting, cleaning and ventilating systems offering the last word in modern practice. In the rear of the main building is a spacious lecture hall seating nearly 700. The Carnegie Library building includes the library and all the departments of the Institute proper, cost over \$6,000,000. Nearly 300 employees are engaged in the service of the Institute.

In taking your visitor to Carnegie Institute, you can point out on the way the skyscrapers, the steel mills, the beautiful public buildings, clubs, churches, and residences, the parks and boulevards that help to make the city great and give it character and beauty.

Enter the east door of the Institute—the largest building in the world devoted to artistic purposes. Show your visitor, as you stand at the foot of the magnificent stair case, the wonderful murals in which one of

the world's greatest painters—John W. Alexander—has idealized the brawn and brain, the coal and oil and iron that has made Pittsburgh great industrially.

Lead him into the large gallery where in photographs, relief maps and topographical models Pittsburgh's physical advantages are reproduced in miniature, telling in a birdseye view, as it were, the story of her industrial activity. Then in the adjoining hall,—that of sculpture,—his mind will be carried from the modern wonders of steel and electricity to the ancient artistic glories of Greece and Rome and Egypt, whose chief delight was in beauty—especially the beauty of the human form.

Adjoining is the hall of architecture where the student finds replicas of many of the world's most noted architectural forms representing the important periods and schools of history. Behind these halls lie the great sections of the museum. Hours of cursory inspection will not cover the interesting features of the departments of geology, paleontology, mineralogy, ornithology, botany, ethnology, anthropology, zoology and the various subsidiary divisions. Over 1,000,000 butterflies and insects, 400,000 birds, 45,000 mineral specimens, thousands of shells, fossils, gems, watches, clocks, weapons, utensils, clothing, pottery, mounted animals, anatomical exhibits, are gathered for the use and instruction of the man of science, the student or the casual visitor.

This great museum is one of the four great museums of America and ranks with the most celebrated institutions of the world. Under its director, Dr. W. J. Holland, who has been decorated by most of the European governments, the Institute has accomplished much in paleontology, the most noted achievement being the discovery of the diplodocus—a giant lizard—the fossil remains of which were found in the wilds of Wyoming. Copies of the monster skeleton have been made under Dr. Holland's direction and presented by Mr. Carnegie to various governments of the world.

### Little & McClure FIRE INSURANCE

Represent

London Assurance Corporation of London  
Hartford Fire Insurance Company of Hartford  
The Newark Fire Insurance Company

**Commonwealth Building  
PITTSBURGH, PA.**

James McClure (Member Pittsburgh Rotary Club)

### Imperial Assurance Company

Home Office, Vandergriff Bldg., Pittsburgh, Pa.

**STEWART C. McFARLAND, Pres.**

(Member Pittsburgh Rotary Club)

**Legal Reserve    Old Line    Stock Company**

**OUR SPECIALTY** Is insuring workmen against time lost when sick or injured and providing a small funeral expense, all at a cost of 80c per month and upward.

If you are an employer and want to save your men money on their insurance write for particulars.

## THE NATIONAL ROTARIAN

From the museums go into the art galleries. Here you will find not only a splendid permanent collection by modern masters but loan exhibits representing in splendid variety all the great schools from the early Italian down to the modern American. And if your visit is made during the month of May you will witness what has come to be regarded as the most important event in American art circles—the annual exhibit—to which artists from all over the world send their canvasses. Prizes amounting to thousands of dollars, gold, silver and bronze medals and “honorable mentions” are bestowed upon winning pictures by a jury composed of artists and critics of international fame.

And because it is to America what the Paris Salon is to Europe, the annual Carnegie exhibition has stimulated to a tremendous degree international interest in American painters and perhaps more than any other factor is influencing the recognition of a distinctively American school. In photography, etchings, water colors, and similar artistic effort the Institute maintains a series of exhibits so that the devotee of any branch of art can at some time during the season revel in a special collection of the works he fancies.

If your visit has been made on a Saturday night or Sunday afternoon, you will probably lead your guest into the great music-hall where you may rest for an hour while you listen to the great organ so skillfully played by Charles Heinroth and rest your eyes with the beautiful decorations of the hall itself. Mr. Heinroth gives each season about eighty recitals which are absolutely free to the people.

In this hall, too, for fifteen years, the splendid Pittsburgh orchestra has been the attraction each Friday night and Saturday afternoon for the music lovers, as well as for the wealthy and fashionable of the city who make of such occasions much of a social function. Here for the last six years the orchestra was directed by one of the greatest living conductors, Emil Paur, friend and devotee of Brahms and Wagner, a confrere of Weingartner, Nikisch, Mahler and Muck. Since the conclusion of his contract in Pittsburgh, Mr. Paur has been appointed to the most important operatic post in the world, that of conductor of the Royal Opera in Berlin.

In conclusion, when you consider the size, cost, scope and usefulness of the Institute and library; when you realize the variety, completeness, educational value of the exhibits, and collections of the museums and art departments, when you consider the importance of the research, exploration and general scientific investigation carried on by the Institute; and when you see the enormous crowds of people from every walk of life who throng the galleries, sit quietly in the halls of sculpture, study in-

tently the pictures, maps and models of their own city, or crowd the exhibits from every section of the earth, or who sit rapt and thrilled by the tonal beauties of the great organ,—I think you will concede that in no other way can you so surely and so quickly give to your visitor an impressive and never to be forgotten panorama of Pittsburgh's industrial, social, scientific and artistic life as he will gain by even a brief visit to the Carnegie Institute.

President Farrar, of the Pittsburgh Club, whose idea appears on the cover, explains that the smaller wheels are not meant to represent other Rotary Clubs, but merely signify the transmission of Pittsburgh's tremendous industrial energy.

### PITTSBURGH.



The Pittsburgh Rotary Club is making progress along proper lines. Our luncheons are well attended and enthusiastic. The message that each one brings of his business is not only interesting but instructive and carrying out the Rotary idea to perfection.

It is plainly our duty as Rotarians to hear from fellow members about the how and why of their business and we are following this policy closely.

The volume of business exchanged among our members proved a surprise, and it was a pleasure to know that the boost spirit is so well developed. This was demonstrated well, at the luncheon April 24, when each member handed in a report of all business sent to and received from other members. Business to the extent of thousands of dollars has been exchanged, and it is our intention to file these reports and compare them with those of future years. It was one of the most interesting meetings we have ever held.

The regular monthly meeting for March was in the hands of the chairman of the Entertainment Committee, Wm. H. Duff (P. Duff & Sons). He took us over to a Q. & D. for dinner and then to a vaudeville show. It was a pleasant evening and greatly enjoyed by all who went along.

Mr. Edwin C. May (May Drug Co.), gave us a delightful history of his business at the luncheon April 3, and convinced us of the value of capitalizing an idea.

The growth of this business has been remarkable, but not to be wondered at when their aim from their start has been to handle only guaranteed products, employ only

## THE NATIONAL ROTARIAN

expert help, give fair treatment, maintain clean stores and dispense clean goods.

Their beginning was in a small store, ground location. At the present time their principal store and offices is on the ground floor of their own twelve-story building located on Liberty avenue, and in addition they have six branch stores in other parts of the city.

Mr. S. Rowland Hall of the International Correspondence Schools was the speaker at the luncheon April 10, and his ideas and suggestions on advertising and selling were valuable and enjoyable.



**JAMES H. CONLON,**  
Resident Manager, Yawman & Erbe Mfg.  
Co. Associate Editor for Pittsburgh.

Mr. Albert J. Schmidt told us about the shoe business at the luncheon, April 17, and showed several samples and styles of shoes. His advice and suggestions for the proper shoes to wear were timely and good, and he demonstrated the fact that he knows a thing or two when it comes to suggesting remedies for foot troubles caused by wearing the wrong kind of a shoe.

At the luncheon, May 1, Mr. Philip Geidel (Geidel & Dickson) gave an interesting talk about the grain business and surprised us with a comparative statement of prices now and ten years ago and threw a little light on one of the causes of the high cost of living. He said that if it were not for the automobiles and electric cars there would not be enough hay and grain to feed the horses, and closed his remarks by suggesting that some of us go back to the farm and help replenish the rapidly diminishing supply.

Mr. Roland Cole, manager of the System Department of the Yawman & Erbe Mfg. Co., manufacturers of office filing systems

### John Eichleay Jr. Co.

**Moving, Raising, Shoring and  
Bracing Large Buildings**

**Steel Construction of All Kinds**

We do work anywhere.  
Send us your inquiries.

**419 Fourth Ave., Pittsburgh, Pa.**

Walter B. Eichleay, (Member Pittsburgh Rotary Club)

and equipment, gave a splendid stereopticon lecture at the meeting May 8. He reviewed the business of this company from their beginning over thirty years ago and contrasted methods of that time with those now offered.

In connection with this address about ninety lantern slides were used, illustrating the various products manufactured by the company and the different ways of indexing.

President Farrer is accomplishing great good with his directors' luncheons, which are held on Friday of each week. He is thus able to cover a great deal of ground, and our regular weekly affairs are more snappy and interesting, as topics for discussion and business to be transacted are handled in less time and with greater interest.

We are indebted to Mr. C. H. Bunting (Weber-Erickson-Bunting Co.) for a very clever scheme for identifying each other. A card has been printed for each member on which is his name and business. This card is pinned to the lapel of the coat when attending the meetings and luncheons. The cards when not in use are filed behind alphabetical guides in a small card tray. As each member enters the room he secures his card and returns it to the proper place in the tray when the meeting is over. Card tray and guide cards were furnished by the Yawman & Erbe Mfg. Co.

Our President, D. C. Farrar, has just returned from a business and pleasure trip to the eastern part of the country, spending the time in New York, Philadelphia, Atlantic City, Baltimore and Washington, D. C. While in the latter city he was able to give the Rotary movement a big boost and no doubt much good will result from his efforts to start Rotary in the Capital City.

Mr. Chas. H. Bowden of the Philadelphia Rotary Club, was a guest at the luncheon on May 1, and favored us with a few words on his organization and its progress.



## THE NATIONAL ROTARIAN

We will close our year in June with a big Rotary Products Show, with an exhibit from every Rotarian. This will be held on the night of our annual meeting and it promises to be one of the big things of the year. Mr. Chas. Reizenstein (C. Reizenstein Sons) has offered a prize for the best exhibit and we are all going after it.

Last year's annual meeting was a regular scream from start to finish—with every variety of carefully planned stunt from an attempted arrest and resultant riot to a pompous trial and conviction of one of our foremost citizens. This year Messrs. Duff and Hamilton are going to put their former records in the shade. There will be great doings that night.

JAS. H. CONLON, Assoc. Ed.

### A NEW BOOK.

By a Pittsburgh Rotarian on a Pittsburgh Subject.

The pre-eminence of Pittsburgh in the line of fabricating steel bridges and buildings is well known, but no work on the subject has appeared there until now. Mr. H. R. Thayer, representing civil engineering in the Pittsburgh Rotary Club, has just brought out the first volume of his treatise on the subject. This deals with the design of wooden structures and the fundamental principles of design in steel. It has 221 pages and is copiously illustrated.

**Philadelphia the City of Brotherly Love—ought to be a good "Rotary" town. The July issue of this magazine will convince you that IT IS and tell you why it is.**

#### "THE ONE THING ABOVE ALL OTHERS WHICH SHOULD BE SEEN BY THE VISITOR TO OUR CITY."

In each city there is one particular thing above all others of which the citizens are most proud. It may be something of great beauty or of vital historic interest, something remarkable as an example of man's skill as a builder or for some other reason.

Imagine that by some miracle you were permitted to show a visitor to your city just one thing—what would you select?

In response to this invitation many replies were received. Some of our good friends wrote us two and three and even five column articles. Some of these long responses we hope to be able to print in later issues.

Among the answers received are the following:

#### CHICAGO

Our boulevard system.—H. W. Davison.

#### SPOKANE

The Falls and the Monroe St. Bridge.—L. F. Allen.

#### PHILADELPHIA

Independence Hall with the Liberty Bell.—C. A. Tyler.

#### SEATTLE

The whole city of Seattle.—C. M. Coe.

#### DULUTH.

Our \$25,000,000.00 steel plant.—C. H. Mackintosh.

#### LINCOLN.

Bryan's home and the State Capitol.—B. A. George.

#### SAN FRANCISCO

The spirit of San Francisco.—Samuel P. Johnston.

#### TACOMA

Our "Seventh Wonder," the Tacoma Stadium.—W. G. Stearns.

#### PORTLAND

The view from Council Crest.—Marshall N. Dana.

#### WICHITA

The Wichita Forum or convention hall.—H. W. Stanley.

As this inquiry seems to have struck a popular chord, we will consider that it is still open, and get ready to publish additional replies next month. Come on New York, New Orleans, Los Angeles, Winnipeg, St. Louis, et al (K. C. is missing something) and you British cities of ancient and honorable lineage.

## Willcox-Howell-Hopkins Co.

202 Des Moines Life Bldg.

### Fire and Casualty Underwriters

*Prompt Service Given on all Brokerage Business*

Bert C. Hopkins, Member  
W. V. Willcox, Assoc. Member



# ROTARY

OF

# DES MOINES

"THE CITY OF CENTURIES"

## Fire Proof Warehouse

IF YOU ARE MOVING TO DES MOINES—  
SHIPPING TO DES MOINES FOR DIS-  
TRIBUTION—OR KNOW ANYONE WHO  
IS—WE ARE HERE TO SERVE YOU  
OR THEM

## Merchants Transfer & Storage Co.

ERNEST OLMSTED, Member

## Evans Artist Model PIANOS

Sold Direct from Factory to Home.  
I Guarantee every Piano to be  
Perfect and Will Make Good.

*30 Days' Free Trial in your  
home before you pay a dollar*

## F. O. EVANS PIANO CO.

Des Moines  
Iowa

FRANK O. EVANS, Member

## Steel Die Engraving & Embossing Business Stationery

*Let us Send you Samples of  
the work we do with prices.*

10% Discount from List if  
you mention the Rotarian

D. E. Moon, Member

## D. E. Moon Ptg. & Eng. Co.

Des Moines  
Iowa

## Centennial Milling Co.

409-12 Securities Building  
DES MOINES, IOWA

## Flour and Feed Brokers

Correspondence solicited from  
Merchants, Bakers and Jobbers

E. F. CONSIGNY, Member

## Savery Hotel

### THE ROTARY HEADQUARTERS FOR DES MOINES

GEORGE M. CHRISTIAN, Member

## Des Moines Stationery Company

*Equip Rotary Members' Offices  
Everywhere  
Especially in Iowa*

J. W. ROOVART, (Member) Pres.

ARY CLUB

OF

MOINES

TY OF CERTAINTIES"



del **Tone Brothers**

**Old Golden**  
**COFFEE**

WILL TONE, Member

me.  
e

Moines  
owa

Co.

kers

member

ery

ces

s.

if they saw it in THE NATIONAL ROTARIAN.

**"Nicoll The Tailor"**

**ROTARY**  
**CLOTHES MAKER**  
**TO DES MOINES**

GEORGE MERCER, (Member) Mgr.

**Hopkins Bros.**

*The Sporting Goods*  
*House of the West*

New Spring Catalog Just Out

Mailed on request

JOHN HOPKINS, (Member) Pres.

**CAPITAL**  
**CITY**  
**COMMERCIAL**  
**COLLEGE**

*The Great Business Training*  
*School of the West*

Regular Commercial Courses  
Advertising, Salesmanship  
and Law

B. F. WILLIAMS, (Member) Pres.

**Century Savings Bank**

*If you have business in*  
**DES MOINES**  
*we will be glad to serve you*

LEO. STEVENS, (Member) President

B. B. VORSE, (Assoc. Member) Cashier



**ACCIDENT AND HEALTH**  
**INSURANCE**

Every Rotary Club Member should be  
protected from loss of time, whether it be  
through accident or sickness. Having de-  
cided this, the next consideration is the  
company

**BANKERS' ACCIDENT CO.,** Des Moines  
Iowa  
F. L. MINER, Pres. E. C. BUDLONG, Vice Pres.  
Rotarians

## Letters From Divisional Chairmen

### HABERDASHERS.

As divisional chairman of the Haberdashers, you have asked me for a brief on the possibilities of this department. They



**B. E. PFEIFFER**  
Chairman

can be developed in a good many ways. A very important one is protection against dishonest employees, that travel from city to city in quest of a new position. This is one thing the haberdasher has to contend with.

Another help would be to have a roster of all Rotary Haberdashers that could be used to good advantage by tourists.

The buying power is another very important help. The staple lines of merchandise that are sold in first-class stores could be purchased at certain times in the year and all orders sent to one given firm, and then placed at one time in place of ordering individually, say twelve dozen, the order would be a thousand dozen, and the manufacturer could not help but see that he would have to talk quantity prices. We could try this on one line and if worked out successfully, could then proceed on several lines. This is open for discussion, and as chairman of this division, I would be glad to have a consensus of opinions on this point.

Most haberdashers have used window displays that have attracted an unusual lot of attention, and proven profitable. These good things could be passed along as the main object is to promote each other's interests. Also the best buyers will get hold of a class of merchandise that does not come up to the standard although he has paid standard prices for same. Other members could be informed of this particular make and thus avoid a similar mistake.

**BURTON E. PFEIFFER,**

The Men's Wear Co., 487 Main St., Buffalo, N. Y.

---

Every man should keep a fair-sized cemetery in which to bury the faults of his friends.—Henry Ward Beecher.

---

Those to whom you are loyal will be loyal to you.—The Kable Kid.

Page Thirty-two

### ENVELOPES.

(W. J. Berkowitz, Chairman)

Does 1912 promise to be a good year or a poor year?

It is about time that we get out of the dumps and begin to smile. Every year is a good year if we make it a good year. There is a whole lot in sentiment. Sentiment creates feeling; feeling creates ambition or lassitude, and it will be a good year if we make it so. It will be a poor year if we all permit it to be so.

In a recent talk before an advertising club, I was asked, "Berkowitz, how do you find business?" and I answered very promptly, "I hustle for it," and the backbone of the good year and the bad year is the "hustle for it."

If you begin to realize that there are ninety millions of people in this country alone who must be clothed, fed, housed and satisfied, then you must also realize that business must be carried on for the comfort and convenience of these ninety millions of people.

One business man depends upon his neighbor business man to supply him with his requirements, to co-operate with him to keep his business going. The manufacturer must come to the raw material man just as we go to the mills for our paper; the jobber must go to the manufacturer to get his supplies; the retailer must reach after the jobber, and the consumer must go to the retailer from start to finish, thus creating a continuous chain of effort and reward.

Have you noticed the report of the enormous increase of export business this year over last year? Have you noticed that crop conditions are unusual this year all over the United States, while, here and there, there may be floods or there may be drought; even last year showed billions of dollars to the farmers over the big year of 1910.

If ever there was a demand for the Rotary spirit and the spirit of optimism, it is now, and it behooves us, each one and all, to co-operate in the big sentiment of uplift for better business.

Let every Rotarian press the button and put the wheels in motion. Let him throw on the fullest power that is in him to boost this campaign of making 1912 a big business year, and the force of such a movement will be irresistible; it will make itself felt from Portland, Maine, to Portland, Oregon, and throughout all the states.

Let the banner of Rotary be optimistic, and let us all get in line.

**W. J. BERKOWITZ,**  
President Berkowitz Envelope Co., Kansas City, Mo.



## THE NATIONAL ROTARIAN

### TYPEWRITERS.

The more we learn of Rotary the greater should be our desire to be of service in this great and growing movement, consequently I am most



**G. E. HANCOCK,**  
Chairman

willing to accept the "National Chairmanship of the Division of Typewriters, and appreciate thoroughly the honor conferred by President Harris in the appointment.

While the typewriter "game" is a most strenuous one and competition consequently very keen, yet there may be even under such conditions certain

general phases of the business on which Typewriter Rotarians may correspond and advise with each other on, which will allow us as good Rotarians to profit by and in some measure protect ourselves against certain abuses in the trade.

We can hardly tell each other how, where or when to get business, as in the National membership are various competing machines represented, of a more or less world wide reputation, but it is safe to assume that we are all in business to stay, are doing a successful business and shall so continue to a greater or less degree. Therefore, we all have to combat certain evils peculiar to this business, and if as ROTARIANS we can even partly overcome some of these we shall exemplify ROTARIANISM, by benefiting not only ourselves but all mankind to some degree.

By continuous, concerted and harmonious effort we could eliminate the dishonest salesman, assist in finding missing machines, by interchange of views bring up the standard of collections, and with your suggestions find other means of being of mutual advantage to each other.

I would suggest that the other members of Rotary Clubs in this line communicate with the writer on the above or any other subjects which may occur to you and I would invite your suggestions for the benefit of all other members of the fraternity. I will be glad to make this a clearing house for ideas which can be given the ROTARIAN in condensed and proper

form for publication from time to time and these same ideas may be treated sufficiently broad to benefit other lines outside the realm of typewritedom.

Surely we are all conscious of the desirability and final success of the square deal method and ROTARY exemplifies this in the highest degree.

**GRATTON E. HANCOCK,**  
Manager, Remington Typewriter Company,  
172 South West Temple Street, Salt  
Lake City, Utah.

### ABSTRACT COMPANIES.

It is a great privilege to be a chairman in one of the "Trade Divisions" of Rotary, for there are so many opportunities

given to get together and adopt suggestions that will be mutually helpful for the building up of one's business on more solid and successful lines.

If there is one business more than another that can most heartily endorse the Rotary motto of "Service, Not Self," it is the Abstract of Title business. The very



**W. E. GLENN,**  
Chairman

foundation of this business is built up on service to others, and unless a company in our line of business can give quick and accurate service they are of very little use to the community.

I do not think it is of record when the first Abstract Company sprang into existence, but the examination of the original records by attorneys and others had gotten to be so laborious that a careful arrangement of every entry relating to each tract of land, as an up-to-date Abstract plant has them, had become an absolute necessity. Especially is this so in a thickly settled county, where the real estate entries run up into the hundreds each day.

These entries are transferred to the Abstracters' records directly after the Recorder has them of record, so that our books are not only always up to date, but we can on a moment's notice, give out any information regarding land in the county, be it a 25-foot lot or a whole section. And

### NATIONAL BANK OF COMMERCE

National Bank of Commerce Building  
TACOMA, - WASHINGTON

Capital \$200,000, Surplus \$450,000

Delbert A. Young, Assistant Cashier  
(Member Rotary Club of Tacoma)

### Union Trust Company

Tribune Building, CHICAGO, ILLINOIS

Capital and Surplus - \$2,500,000

Rufus F. Chapin, Secretary

(Member of Rotary Club of Chicago)

## THE NATIONAL ROTARIAN

it will thus be seen what a great saving of time there is to anyone who is in need of this information. Of course maps, plats, surveys, an expert force, etc., are necessary to handle this work, which the general public knows very little about.

A Title Guarantee or Title Insurance has succeeded Abstracts of Title in a number of large cities, but has never been very popular in our county, although we issue either that is desired. An abstract of title properly compiled, showing all certificates as to taxes and judgments, with a certified opinion that your title is good, is a most valuable possession.

Every few days we are asked for information as to some Title plant in a distant city. That is one way we can be of service to a brother Rotarian.

The small number of Abstract companies that are members of the Association surprised me. Surely every society should be represented, as there is no city in the country of any size, but has one or more good companies.

Would be pleased to hear from all the members in our line with ideas for our mutual benefit, as well as to interest others to join who are not Rotarians.

W. E. GLENN,

President Dean S. Kelley Abstract and Guaranty Company, 920 Walnut St., Kansas City, Mo.

## Get Ready for Duluth

### DULUTH IS PREPARING FOR US.

President Filiatrault of Duluth, advises us that "we have now got all our committees working covering transportation, finance, entertainment, reception, general arrangement, city decorating, etc. for the National Convention" which is to convene August 6th.

A trip to the head-waters of fresh water navigation, and another to the famous iron ore district of Minnesota are among the treats promised all visitors to the Rotary convention.

Our Transportation Committee have been very busy collecting the necessary information relative to transportation. They have planned three special routes for the entertainment of the eastern, western and southern delegates. A. A. Michaud, Wolvin Building, is chairman of this committee and will tell you how to get to Duluth if you will write and ask him.

"We would appreciate it very much if you will let us know whether the sentiment is in favor of a \$5.00 registration fee or not in order that our finance committee may know definitely how to proceed."



This remarkable picture was taken at a Seattle picnic by Earl McLaughlin, the Rotary real estate man, and shows the wonderful "pull" another Rotarian, "Judge" Eastland of the Travelers Ins. Co., has with the Seattlites.

### CIGARETTE SATISFACTION

**ROTARY CLUB**  
Rotary Club Special Cigarettes satisfy if you are discriminate about your selection and desire a palatable smoke and one you are sure is pure and undiluted. They are guaranteed made of the Purest and Highest Quality of Turkish tobacco only; by hand; and smoke cool; clean and sweet with no disagreeable after-taste. Send \$1.00 for trial order of 50, or \$1.50 for 100. 500 marked with your Monogram. Trade Mark, Crest or other design for \$9.25. Rotary Club Cigarettes are low in cost, but high in quality. Appropriate for Dinners, Banquets and Advertising, etc. (Member New York Rotary Club.)  
**HENRY CARTER, 225 Fifth Ave., New York**

### COLUMBIAN INSECTICIDE CO.

#### Bugs All Kinds Exterminated

Guaranteed for one year. Goods for sale at leading grocers, druggists, and at offices of

**THE COLUMBIAN INSECTICIDE CO.**

7 Water St., Boston

552 Columbus Ave., N. Y.

**P. J. BONNER, Pres., and a Rotarian**

## Delightful Duluth

The Summer City of the Continent Calls You to  
The Convention of Nineteen-Twelve!

August 6th, 7th, 8th and 9th

— four days of hot-weather happiness  
such as you will not find in any other  
city on the continent!    ♣   ♣   ♣   ♣

---

FOUR DAYS of sparkling sunshine,  
yet of delightful coolness.

Over a hundred leagues of tossing  
waters and fronded piney forests, the  
breezes come to play on Duluth's ter-  
raced hillside: never roughly, never  
chillingly, but always cool, scented  
and refreshing!

This is the reason for Duluth's al-  
most miraculous summer climate.

But we can't begin to describe  
Summertime-Duluth! You must come  
and see and BE conquered for your-  
self

Every member of the Duluth Ro-  
tary Club (now nearly one hundred  
strong) will be here to greet you with  
the Glad Grip and make you happy  
and at home.

From all parts of the continent, and  
from the lands beyond the sea, your  
brother Rotarians with their families  
will come to make and renew friend-  
ships and to plan a greater Rotary.

Don't let there be a gap where  
your face should be! Don't let any-  
one say, "Why, where's ———?"  
Don't rob yourself of the best and  
brightest four days you are likely to  
have until the next Rotary Conven-  
tion! BE THERE!

"It's Cool in Duluth" But we are  
going to make it the warmest little  
city on the map for each of those  
four August days—each day's pro-  
gram will be a little better than the  
last.

BE THERE!! — and bring the family!

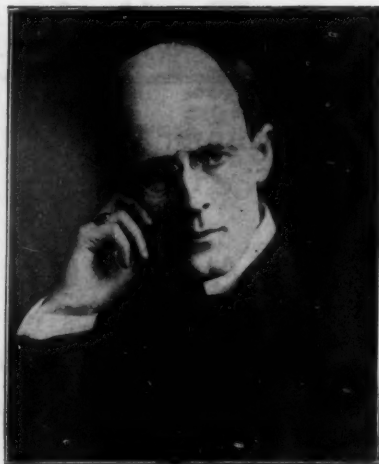
---

## DULUTH ROTARY CLUB

All Information Gladly Given on Application to the Secretary,  
A. A. MICHAUD, Wolvin Building, Duluth, Minn.

# Messages from the President

PAUL P. HARRIS



Rotarianism is a step in the evolution of humanity and in the emancipation of man from the exactions of unceasing servitude to the interests of self.

## Rotary Flourishes Best in Countries Where Business Standards Are Highest.

During the last few days the mails have brought us letters from a half hundred American cities, a half dozen British cities, besides cities in Canada, Germany, France, Switzerland and Argentine; all, save the letter from Argentine, fairly redolent with hope and enthusiasm for Rotary; and why not that from Argentine?

Our correspondent, Mr. Enright, who is the representative of the Chicago Association of Commerce at Buenos Aires, says that it is because business men of the South American countries are not as yet sufficiently advanced in the ethics of commerce to understand co-operation or to understand Rotary. They wish no one but themselves success and their conception of good business policy is to guard closely all business secrets.

Elmer Murphey of the Chicago Club, who precipitated the organization of the Jacksonville, Florida, club last winter, tried also to organize a club in Havana, Cuba. When he came back he said: "I could have organized one, all right, but I would have had to change the scheme somewhat. If I had started out to organize a club the purpose of which would be to teach those fellows new ways to trim each other, I would have had every man, woman, maid and child knocking at my door."

Mr. Murphey is in Italy now and it is his purpose to sow Rotarian seed all over the continent of Europe, but he tells us confidently that his real work will begin when he gets among people further North, among people who believe that permanent success must necessarily be built upon integrity and humane consideration of the interests of others.

Is it not gratifying to know that Rotary thrives best where business standards approach nearest to the ideal?

## Success.

Six million per year? Yes, and the fight for more is just as fierce as the fight for the first dollar. The law of supply and demand has some significance in its application to all commodities except dollars. There is no limit to the demand for dollars. Give a man as much of anything else as he can possibly use or dispose of and he will cry quits, not so in the case of the dollar. He will have more dollars and he will sell himself to get them, if only for the purpose of having more than someone else. If one has few, he wants many in order that he may outdo him who has few. Give him many and he must have more in order that he may outdo him who has merely many. Give him more and he must then have most. Positive, comparative and superlative in breathless haste.



## THE NATIONAL ROTARIAN

Who gets the worst of the fight, the man who wins or the man who loses?

That depends. Hats are off to winners, but the world has now progressed to the point where it demands an open and above board win; and then again, the question is, who gets the worst of the fight, the man who wins or the man who loses, and not who does the world think gets the worst of the fight. We are talking of the men themselves, the winner, the man whose income is six million per year, and the loser, the man whose income is merely sufficient to meet the requirements of himself and his family, with a reasonable provision for old age, sickness and things really worth while. Dr. Pearsons earned and saved many millions, but he had a real purpose in view; and what's more, he achieved it. The man whose income is six million per year will be able to leave a raft of money to the boy who comes after. The boy will be able to swim in bubbling water, and he will do it, too, and he'll get everything else that's coming to him and that money can buy. Incidentally, of course, every laudable human ambition will be annihilated, and initiative, resourcefulness and independence will be crushed out, but it's an age of sport, splendor and speed, with no let up on account of the presence of such trivial things as icebergs.

Mr. Dolliver said: "Give a boy ten thousand dollars and it will be bad for the boy, and won't do the ten thousand dollars any good, either." What about the boy who inherits millions instead of thousands? What kind of a fight is he going to be able to put up against the hundreds of temptations those millions will bring into being? The chances are that the winner's son will be taking his coat off at about the same time that the loser's son, after having made a good name for himself, is putting his on. Adversity has made many a man. It helped you a lot and it was a veritable life saver for me. You probably developed more real character that year you lived on ham sandwiches and snowballs than you would have in a four years' course at Harvard.

If the money in this world which is doing its possessors more harm than good could be diverted to charitable purposes, charity would have no financial problems; and it would be unnecessary to intercept the course of any decent, honest dollar going on about its business without homicidal intention.

They have made a law in Oklahoma limiting the amount which a person may take by inheritance, to ninety-five thousand dollars. There is no limit to the amount one may accumulate if his fancy runs that way. The chances are that while a man is making money for himself he is serving society in some manner. When he dies the service ceases.

But, someone will say, such laws are socialistic, and as they remove one of the incentives to industry, they stand in the way of the world's progress and are stumbling blocks in the road to success. They may be socialistic in tendency but do they really interfere with the world's progress or stand in the way of success?

That depends upon one's conception of the world's progress and of individual success. If the world's progress is toward the centralization of wealth in the hands of a few, and success means merely the acquisition and retention of wealth, then it is true that such laws are obstacles to progress and success; but if progress is advancement toward enlightenment and the realization of success is to be found in the consciousness of having done a grown man's part in the world's work, then such laws are not obstacles and should be permitted to stand and the more there are of them the better for all concerned.

Yes, Rotary stands for success—real success.

### Let Trade Divisions Meet At The Duluth Convention.

The most national feature of the National Association is the Trade Division plan. In other aspects the National Association appears as an aid to the efficiency of the individual clubs. In the Divisional plan, we see the National Association for the first time as an entity of itself, divided for the purpose of accomplishing one of its national objects.

You are a member of some National Association the membership of which is confined to representatives of your line of trade. It is a great unwieldy organization and the men you meet at conventions are not always properly representative of their lines, and still you attend and perhaps derive some benefit from them.

Your trade division in Rotary is a compact little national organization made up of representative men in your line who are charged with desire to do for each other.

Call a little convention of your own at Duluth. Let the hour and day be decided by the National officers, so that interference with the regular convention program may be avoided.

It is sincerely to be hoped that each and every Division Chairman will be present at the convention, and that he will see to

## THE NATIONAL ROTARIAN

it that all other Rotarians in his line are there. It will be a rare opportunity. Let us make the most of it.

### The Rotary Club of Chicago.

Glancing in memory backward over my various messages, I do not recall that I have ever even made mention of my own Rotary Club, though I have called special attention to the work of many other clubs which are affiliated with the National Association.

My failure to do so is attributable to the fact that I have felt that the interests of the National Association demanded of me a perfect temporary divorcement from the affairs of the Chicago Club. Perhaps he who succeeds me will deem it proper to make amends for my dereliction.

I have been doing a good deal of preaching since I have been engaged in the National work, but there are Chicago Rotarians from whose unassuming lives much stronger lessons than those I have been teaching may be drawn.

My work in Rotary is nearly done.

May my Vespers prove to be the real Matin of the influence of the Chicago Club in Rotary.

PAUL P. HARRIS,  
(Attorney-at-Law,  
No. 127 North Dearborn St., Chicago)

### A ROTARIAN AT WORK



MR. ROBERT ROBERTSON  
(In the Center)

Pres. Oakland (Calif.) Rotary Club  
Proprietor Cape Ann Bakery

As usual Robert is making everyone near him feel happy.

### ADVERTISING A ROTARY CLUB.

The Rotary Club of St. Joseph (Mo.), found itself being criticized by people who misunderstood the principles or workings of a Rotary Club or desired to have others misunderstand them and as a rebuke to its critics and an assurance to the public that the Rotary Club is nothing to be ashamed of, the St. Joseph Club purchased large half-page space in the daily newspapers and got up an educational display advertisement for their Rotary Club and Rotarianism in general that was "a corker" and undoubtedly corked up all the vials of criticism.

We are endeavoring to get copies enough of these newspapers so that we may send one to each club.

Mr. O. E. Martin, who is president of the Martin-Barnes Dry Goods Co. of St. Joseph and chairman of the Rotary Club's Publicity Committee, makes the suggestion that at the Duluth Convention there should be a display of all publicity articles and advertisements that have been gotten out by the various clubs. It is a good suggestion and President Harris has appointed Mr. Martin as chairman of a committee to put it into effect.

### The Sears & Simpson Co.

Columbus, Ohio

### Printers and Lithographers

Specialists in Catalogs, Color Work, Bonds,  
Stock Certificates, Checks and  
Artistic Stationery

WALTER J. SEARS, President  
(Member Columbus Rotary Club)

### Do You Ship to Kansas City?

### *If not, Why?*

Quick delivery and saving in freights by warehousing with us, or consigning collective cars to us for distribution.

All details of Branch House business at only a nominal cost.

Tell your friends about us.

### Clagett Storage & Transfer Co.

KANSAS CITY, MO.

(W. S. CLAGETT, Member Kansas City Rotary Club)

## WHAT THE CLUBS ARE DOING

### BELFAST.

It may interest some of your readers to know a little about the Rotary movement in Belfast, Ireland, and I have pleasure in stating a few facts regarding the origin and history of the club in this city.

The club was organized in August, 1911, by Mr. W. Stuart Morrow, a Dublin man, who had returned from America, and introduced Rotary into Ireland for the first time, by organizing a club of 98 members in Dublin.

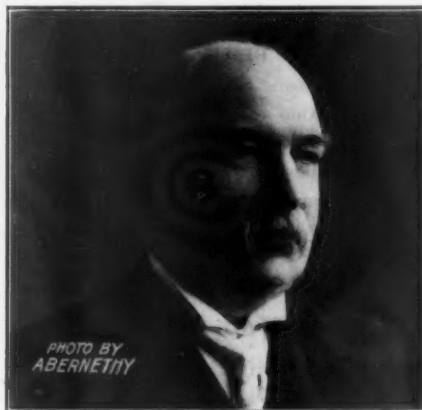
Encouraged by the success of his efforts there, he came to Belfast, and in the few short months since we have been established as a club, our membership of 143 embraces practically everything that is best and most representative of our professional and commercial life.

Our president, Mr. William Wallace, whose photograph I enclose, is one of the principals in the world famous firm of Cantrell & Cochrane, Ltd., Aerated Water Manufacturers, Belfast, Dublin and London. Mr. David Motherwell, our vice-president, is manager of Messrs. David Allen & Sons, Limited, of Belfast, Harrow, Dublin, London, etc., etc., one of the largest, if not the very largest printing and billposting establishments in the British Isles, and similarly with each member of the committee in his particular vocation.

Rotary is becoming quite popular in this city, and our weekly luncheons and monthly dinners are well patronized by the members.

A hearty invitation is accorded to all Rotarians to join us at any time they happen to be in our city.

We have had the question of affiliation with all the British Rotary Clubs under consideration; but the movement is too



MR. WILLIAM WALLACE  
President Rotary Club, Belfast, Ireland

young in these countries to permit of complete organization.

We are always interested to receive literature and suggestions, and I shall be specially pleased if club secretaries will place my name on their mailing lists, so that our club may keep in touch with the latest and best ideas.

HUGH BOYD, Secretary.

### CHICAGO.

Many exchange communications come to the office of The Rotary Club of Chicago from the clubs of other cities which bear only the post-mark as a means of identification of the origin of the messages and this is often indistinct.

## JOHN GERTS

1556 DAYTON ST., CHICAGO, ILLINOIS

*Manufacturer of*

### PIANO STOOLS AND BENCHES

We are in business to serve.  
The better we serve you, the more successful we both will be.  
May we serve you?

**BYRON O. JONES, Manager**  
Member Chicago Rotary Club

*"We have pleased our patrons  
40 Years"*

## FLOWERS

**J. NEWMAN & SONS (Inc.)**  
24 Tremont Street - BOSTON, MASS.

Orders telegraphed to  
all parts of the world  
Telephone YOUR orders when convenient

## THE NATIONAL ROTARIAN

### New Perkins Hotel

Portland, Oregon

*Most Centrally Located  
Modern Throughout*

EUROPEAN PLAN

MODERATE RATES

Auto Bus Meets Trains

L. Q. SWETLAND, Manager  
(Director National Association of Rotary Clubs)

### Hotel Griswold

Detroit, Mich.

A strictly modern and up-to-date hotel.  
The finest cafe west of New York.

European Plan, \$1.50 per day and up

**The Postal Hotel Co.**

Proprietors

Represented in Detroit Rotary Club

Going to Denver? Be sure to call on

**THE G. M. HARRIS CURIO CO.**

Wholesale and Retail

Genuine Navajo Blankets, Mexican  
Japanese Curios, Indian Bead Work  
Native Cut Stones

Opposite Savoy Hotel, Cor.  
Broadway and 17th Ave.

DENVER

Correspondence Invited

**International Press Clipping Bureau**

623 So. Wabash Ave. : CHICAGO U. S. A.

Advance Information

Furnished on any Subject

Rotarians

Write us.

### OH, YOU BUSINESS MAN!

"We may live without poetry, music and art;

We may live without conscience and live without heart;

We may live without friends, we may live without fads;

But business today cannot live without ads."

—Monroe (La.) Star.

It would assist the various Rotary Clubs locally in emphasizing the club prominently with its members, and would also promote acquaintanceship between the clubs of the various cities if the name of the particular club issuing notices and letters is given clearly and prominently.

Apropos of the subject of Service, of which we hear so much in Rotary, I would call your attention to some of the Axioms for Success of Mr. John J. Mitchell, one of the great bank presidents of Chicago:

"The man who would succeed must be efficient."

"He must give better service than his competitors can."

"He must build up an organization as nearly perfect as humanly possible."

"He must never be content with results that can be bettered."

"He must not run his bank, his store, his railway, with the idea of making the most possible out of those unfortunates who have to patronize him, but of making his service such that no one will want to patronize any competitor."

Also you should note the full page ads of the Burlington System headed "Willingness to Serve," and describing an organization animated from the top to the bottom by the spirit of service, and the desire to give pleasure and attention.

H. W. DAVISON, Assoc. Ed.

### CLEVELAND.

The fifteenth regular meeting of the Rotary Club was held at the Chamber of Commerce, 6 P. M., Monday, April 8th, 1912. There were fifty-eight present, H. T. Beidler, vice president, presiding.

It was moved by Mr. J. H. Kline, seconded and carried that the president appoint two delegates to attend the National Convention next August, at the expense of club.

Mr. J. C. Brainard moved that the by-laws be changed to read that notices be sent out five days previous to meetings, instead of ten days, carried.

Mr. Wm. Downie drew the prize Jandus Fan, donated by Mr. J. H. Worbs, of the Adams-Bagnall Electric Company.

The Davis Automobile Company entertained the members with moving illustrations on the manufacture of the "E. M. F. 20," and "Flanders 30."

The notices for the May 6th meeting were printed on a large, beautifully lithographed bond or stock certificate form and each notice was therefore a certificate of admission to the Union Club, where our monthly dinner was held.

The L. S. & B. Illustrating Company furnished the program on "Examples of Commercial Art." Mr. W. J. Luck, manager, and J. W. Bowles, art critic of the company, did the talking.



## THE NATIONAL ROTARIAN

We had a double-header prize drawing, including a gold scarf pin given by E. S. Quinlan, The Bowler & Burdick Co., jewelers, and \$25.00 worth of Wet Paint (100 proof) given by The William Downie Co.

### COLUMBUS.

The Columbus Rotary Club, not yet a year old, is having a steady and healthful growth. The present membership represents seventy of the leading concerns of the city, and more will be added as quickly as a conservative examination of eligible candidates will permit. We look forward to a membership of at least 200 within the next year.

The club is holding bi-monthly meetings, which are growing in interest and profit, as the members are coming to understand the purpose and mission of Rotarianism. They are entering into the work of the club with enthusiasm.

The club has taken up the consideration of civic questions and at a recent meeting was highly entertained by Member Dudley Scott, who presented the financial status of the city, and urged care in voting an increase of the bonded debt for a civic center.

On April 18, Mr. W. A. Grieves, Supt. of the Welfare Department of the Jeffrey Mfg. Co., gave a most interesting address concerning the work of which he has charge in the largest manufacturing plant in our city. Both he and Member Dear-dorf, General Superintendent of this Company, extended the club an invitation to spend a day in visiting the plant, and this will be done at an early date. Indeed it is planned to make such visitations to all the large concerns represented in the club, thus giving our members first-hand information as to the organization and output of each concern.

On last Thursday evening, May 2, the club and invited guests took dinner at the Ohio Club and heard a most vital and inspiring message on the "Morality of Efficiency," by David Gibson, the well-known editor and publisher, of Cleveland. The address was not only replete with anecdotes and eloquence, but sounded on a high level the commercial philosophy of the 20th century. It was in fact a fine presentation of Rotarianism, as it is to be lived in the daily walks of men. Above the dollar is the man; beyond the grind of the system is the play of the affections; running through the laws of efficiency is the spirit of brotherhood, beside the cost sheet is the log-book of the heart's hopes and aspirations—this in substance, was the message, and this, if the writer mistakes not, is the core and kernel of Rotarianism. It is a great and far-reaching message, working its way into the shops and mills

Ask Your Dealer or Send Direct for

## Marbleite Elastic Floor Finish

The real material, made of the hardest gum.

Tough, Elastic and Durable.

Does not scratch or mar white.

Dries hard over night, on old or new floors, properly filled, or on stained or painted floors.

Equally adapted for standing work, for use in Bathrooms, Kitchens, or on Linoleum, where durability is desired.

Manufactured solely by

Wm. G. Hodgson, Rotarian

**Phoenix Paint & Varnish Co.**

Store and Office : 124 Market St.

Philadelphia, Pa.

We manufacture everything in connection with PAINTS

Every Rotarian of another city is your friend. Influence business to these friends.

LAST EDITION

### ROCHESTER EVENING

ONE CENT—NO TAX. SATURDAY, MAY 2, 1908.

#### ALL WEATHER RECORDS SMASHED AS COLDEST DAY OF WINTER

Whether the mercury is up or down an advertising thermometer is an object of daily interest. Hundreds of customers and prospective will go out of their way to see it—and your name on a Taylor thermometer reminds them of you constantly. It makes no difference what you sell you can tell your business story better, longer and cheaper on Taylor Adv. Thermometers than in almost any other way. Write us today on your business stationery, stating official position, and we will send, without charge, our No. 792 thermometer—as a sample, in addition to our literature—Write today.

**Let the Weather Advertise You**

**Taylor Bros. Co.**  
(Rotarians)  
Rochester  
N. Y.

"Where the Good Thermometers Come From"

**ALL WEATHER RECORDS FOR ROCHESTER BROKEN**

Two Straight Hours Mercury at 100 Mark—Many People Prostrated by Heat

**IS PROSTRATED SCORCHING HEAT**

Temperatures Scorching Large

**TAF SWELTERS EN ROUTE TO HOMESIDE STATE**

"It's Too Hot" the Says

## THE NATIONAL ROTARIAN

**3000 Gummed Labels \$1<sup>00</sup>**

Size 1x2 inches.

Printed to order in 2 colors  
and postpaid.

Send for Catalog showing  
different sizes and styles.

**Fenton Label Co.**  
Philadelphia, Pa.

Did you ever try to influence some business  
in another city to a Rotarian of that city? It  
can be and has been done.

**CONSIGN**

shipments of household  
goods to the

**ORCUTT**

**Storage, Packing  
and Moving  
Company**

4720-22-24-29-31-33 Easton Ave.

**SAINT LOUIS**

**Fire Proof Warehouses**

(Member Saint Louis Rotary Club)

and stores, into the souls of men, every-  
where, and is the best and noblest product  
of the new century.

BUCKEYE JUNIOR.

### DALLAS.

The Dallas Rotary Club takes this first  
opportunity since its affiliation with the  
National Association to extend the hand of  
good fellowship to all other clubs in the  
association.

We are proud indeed to be admitted into  
such good company, and we make our bow  
with some timidity as a new-comer is sup-  
posed to do. However, we come into the  
Association after nearly a year of activity,  
development and growth, well grounded  
in Rotarian principles and enthusiastic for  
the attainment of Rotarian ideals.

The Dallas Rotary Club comprises a  
membership of exceeding seventy and  
meets every Thursday noon for lunch at  
the Oriental Hotel. It has never missed  
a meeting and these luncheons are always  
well attended. The membership has been  
carefully selected among the larger and  
most representative business concerns in  
Dallas and in consonance with the Rotary  
idea; only one representative from each  
distinctive line is admitted to membership.

Early in the formation of the club a  
Constitution and By-Laws were adopted,  
and so carefully were they prepared that  
they have already weathered the storms of  
the formative period in the Club's history.

A splendid spirit of mutual helpfulness  
pervades all the members, and everyone  
seems to take a delight in doing business  
with and influencing business to his fel-  
low-members. Some time ago one of the  
members declared his desire to give away,  
at the next meeting to be held, an electric  
iron; immediately there were offers from a  
number of other members to give away  
various articles in their respective lines, in-  
cluding among other things five one-pound  
cans of coffee from C. F. Blanke Tea &  
Coffee Company; two brass candlesticks  
from the Dallas Brass Works; a navajo  
blanket from the G. H. Schoellkopf Sad-  
dlery Company; a setting of eggs from E.  
F. Riek; a \$25 suit of clothes from the  
Matthews Company; fifty feet of hose from  
the Briggs-Weaver Machinery Company;  
a fancy vest from Slaughter-Benham Com-  
pany; a pair of \$6 shoes from Lee New-  
bury, etc.

These offers came so numerous that we  
have been able to award two prizes at each  
weekly meeting for several months, and it  
seems that the awards will likely continue  
indefinitely. The prizes are given in the  
following manner: At each meeting all  
members sign a numerical list and from a  
hat containing a duplicate list of numbers  
the donor of the prize takes the number  
and the man whose name appears opposite  
the corresponding number on the list is the

## THE NATIONAL ROTARIAN

fortunate recipient. This furnishes an added zest to our meetings.

A cordial invitation is extended to any Rotary members of sister clubs to attend our weekly meeting on Thursday of each week whenever they may happen to be in Dallas.

LAWRENCE MILLER, Assoc. Ed.

### DES MOINES.



I am enclosing you a clipping from yesterday's paper, relative to the work of improving the civic center of Des Moines.

#### Work of Improving River Front Begun by Boosters.

With the planting of trees and shrubs on city hall grounds, 300 business men of the city launched a movement for the beautification of the river front this morning at 11:30 o'clock. Boosters of the city, with spades and shovels, did the first constructive work.

Delegations from the seven commercial organizations planted trees which were named for the societies. Len Harbach, who for five years had been president of the committee in charge of preliminary work for a civic center, was a leading figure in the ceremonies.

Each organization had a large delegation present, and there were many representatives from the various improvement leagues on hand to assist in the celebration.

The Des Moines Gas Company notified the city of its willingness to improve the river front along the gas works.

The boosters who planted trees will act as an advisory committee while the work is on.

As a side light upon this announcement, you will find it interesting to know that the chairman of the General River Front Improvement Committee is F. O. Evans, a prominent member of the Rotary Club. The representative of the Commercial Club is Len Harbach, also a Rotarian. The representative of the Retail Grocers' Association is George Mercer, also a Rotarian. The representative of the Admen's Club is O. R. McDonald, also a Rotarian. The representative of the Real Estate Association is Mack Olsen, who is the president of the Des Moines Rotary Club.

For a number of years Mr. Harbach and some others have been actively interested in improving our river front, but up to this year has been able to make but very little headway except in gradually getting public

## The Jenkins LINEN CO.

Hotel, Railroad, Steamship  
and Restaurant

### Linen Manufacturers

Large Stock of Linens Woven Especially For  
**HOTEL USE**

Table Cloths, Napkins, Tops, Table Damask,  
Sheets, Towels, Crash Toweling, Doylies, Etc.

Telephone, Gramercy 383

13, 15, 17, 19 and 21 East 22d St.

**NEW YORK CITY**

**FACTORY:** Russell Street, Belfast, Ireland

V. CLEMENT JENKINS  
Vice-Prest. New York Rotary Club

Did you ever try to influence some business in another city to a Rotarian of that city? It can be and has been done.

## GOLD SEAL CHAMPAGNE



URBANA WINE CO.

Sole Makers

URBANA, N. Y.

**AMERICA'S BEST**

Equal to the  
Choicest Imported Brands

**Fermented in the bottle  
by the French Process**

**WHY PAY IMPORT DUTIES**

For Sale by all Leading Dealers  
Served at all First-Class Hotels  
Restaurants, Cafes, Clubs, Etc.

**EDWARD S. McGRATH**  
General Representative  
36 Whitehall St. N. Y.  
Member of Rotary Club of N. Y.

## THE NATIONAL ROTARIAN

sentiment up to a place where the people were anxious for it.

The proposition was put up to the Rotary Club this year and every member of the club has been actively engaged in the work since.

In order to make it appear that it was a broad general movement backed by all of the commercial bodies of the city, the committee above named, are serving on a general committee which meets once a week to carry on the work.

This is the first activity of the Rotary Club on civic improvement lines and will

himself and are not found upon any other piano.

There were eighty-five Rotary members present and they were taken step by step through the factory, shown every process in the development and manufacture of Evans pianos. After this a luncheon was served in one of the work rooms and the enclosed picture taken.

Frank Evans then gave the members a talk, in which he sketched briefly his business career and the things that led up to his engaging in the manufacture of pianos, and with one of the Evans Artist Model Pianos mounted on a raised platform dem-



be a lasting monument to the club when it is completed.

On Thursday, April 25th, the Des Moines Rotary Club met at the factory of the Evans Piano Company at the request of F. O. Evans, one of the very active Rotarians of Des Moines.

The Evans Piano Company manufactures the Evans Artist Model Piano, which is equal in every way to the best piano that is made, and has some improvements that have been designed by Mr. Evans

onstrated why this piano was sold in every state of the Union and many foreign countries, why he was able to send it out on thirty days' free trial and never have one returned, why he was able to give a lifetime guarantee with every Evans Artist Model and why Des Moines should be proud to have such a factory, such a piano, and such a man.

A handsome gold cigar lighter was given each member present as a souvenir of the occasion. O. R. M'DONALD, Assoc. Ed.

### KEWANEE BOILER COMPANY (STEEL)

**FIRE BOX HEATING BOILERS  
WATER HEATERS AND TANKS  
GARBAGE BURNERS  
AND POWER BOILERS**

**27 W. Lake St.**

**Chicago**

**J. P. DUGGER, Secretary, (Member Chicago Rotary Club)**

**St. Louis Manager, OTTO DIECKMANN, Jr., (Member Saint Louis Rotary Club)**



## THE NATIONAL ROTARIAN

### NEW YORK.

At the regular monthly dinner of the New York Rotary Club held April 11th at "Murray's," the annual election of officers was held. V. Clement Jenkins, last year's vice president, was elected president, and Eugene G. MacCan was re-elected secretary; in fact there was no opposition to the report of the nominating committee, and a single ballot was cast for the names presented.

The other officers elected were: Vice President, Jas. D. Kenyon; treasurer, W. G. Gilbert; registrar and statistician, C. W. Brazier; sergeant-at-arms, John W. O'Connell. Directors: V. Clement Jenkins, Eugene G. MacCan, W. C. Gilbert, F. B. Sutherland, M. D., Orrel A. Parker, and W. M. Clayton.

Mr. Jenkins received an enthusiastic reception when he assumed the chair. The treasurer, in turning over his books, made the very satisfactory announcement that the club had then in the treasury nearly \$500.00, and no unpaid bills, the financial high water mark of the New York Rotary Club.

During the twenty minutes given up to the exchange of business an innovation due to the new president, a considerable number of orders were exchanged and Mr. Jenkins announced that there would be an interval of this time devoted to the exchange of business at every meeting for

the members to bring any orders they had to them with them in the future.

After all the regular business of the meeting was over the president introduced Mr. Chas. W. Williams, assistant to the president of Oberlin College, who gave a most interesting lecture, illustrated with stereopticon views, on a trip across the Isthmus of Panama, seeing the great canal and around South America. Mr. Williams pointed out with great emphasis the great advantages to American trade with the opening of the canal, and shortening the distances between the Eastern ports of U. S. A. and the Western parts of South America, provided we build up a merchant marine to carry our merchandise so as to be able to compete with our European competitors.

The lecture was intensely interesting and Mr. Jenkins suggested that the members wishing more information as to business possibilities in South America ask questions and Mr. Williams would be pleased to answer same. Many availed themselves of this opportunity and some very good information was given by Mr. Williams and the lecture benefited many of the members and was enjoyed by all.

The meeting was one of the best attended and most enthusiastic in the history of the New York Rotary Club.

WM. M. CLAYTON, Assoc. Ed.

## Do You Really Want to Collect Those Slow Accounts?

Then Brother Rotarians you should try our special "service" to assist you in collecting—a service that can be depended upon to give results in reporting and remitting promptly without overcharges.

Our draft exemplifies this service by producing an average of 50% returns—when used correctly. You should try it out. We mean what we say—50%.

SMITH & SMITH,  
171 Broadway, New York City  
Commercial Collectors for  
**Wholesalers --- Manufacturers --- Jobbers**

J. KENDALL SMITH, Member New York Rotary Club,

J. L. OLIVER, Member Cincinnati Rotary Club

## THE NATIONAL ROTARIAN

### PHILADELPHIA.



Rotarian Ryland W. Phillips, of the Phillips Studio, has been elected president of the Professional Photographers' Society of Pennsylvania.

It may be of interest to other Rotary Clubs to know that we have established an employment bureau. The names and addresses of good help, both men and women, are furnished to the secretary; also vacancies that have occurred; and these are sent to the members in the weekly letter. Help recommended to Rotarians is sure to be of good material.

The Glasgow Committee has been appointed, and the chairman is in active communication with the Rotarians in that city, beyond the seas. One of the committee-men, Mr. Dechant, is sailing for Europe, and will visit Glasgow and other clubs that can be included in his itinerary.

At our April meeting, eighteen new members were elected. The Club was addressed by William J. Burns, who gave an interest-

ing talk on his experiences; followed by our honorary member, Chief Webster, of the Engineering Department of our city, whose subject was "Improvement of Philadelphia," dealing especially with the street system.

The May meeting will be held at Kugler's-on-the-Delaware, featured by an afternoon of sport, followed by a shad dinner. The Committee is working hard to make this a success, and a report will follow in the next issue of the National Rotarian.

Rotarian John R. Livezey, cold storage insulation, etc., reports that their business in the construction of refrigerators, cold storage buildings, and the sale of insulating material, has far exceeded that of last year. The same thing can be said of their pipe covering business, and they are very busy in that line.

CHAS. A. TYLER, Assoc. Ed.

### PORTLAND (Ore.).



The amount of business that originates from the one hundred and fifty heads of firms from as many different lines is startling. Undoubtedly co-operative pat-

## **HOTEL RADISSON Minneapolis'** **New \$1,500,000 Hotel**

### **The Rotarian Hotel**

**SEVENTH STREET**

Near Nicollet Avenue

**ABSOLUTELY FIREPROOF**

**EUROPEAN PLAN**

**350 Rooms.**

**100 Large Sample Rooms**

**Circulating Artesian Ice Water in Every Room**

#### **RATES**

**\$1.50 and \$2.00 without bath.**

**With Bath, \$2.50 upward**



## THE NATIONAL ROTARIAN

ronage between them would be sufficient line represented. The problem in the Portland Rotary Club has been to establish this co-operative plan.

It may be of interest to other Rotary Clubs throughout the nation to know how we are working. First, we strive to become acquainted with each other personally. Each Rotarian who sells another Rotarian anything tries to make a friend by so doing. This on the wise principle that we do business with our friends, not our enemies.

Every week we have a different Chairman and he spends five or ten minutes before the beginning of the program describing his business, method of operation and plan for the future. The number of scientific and business facts this educes makes it one of the most interesting features of our programs. But perhaps the most unique plan of all is the roll-call. Every man present rises to his feet in his turn and tells his name and his business. If he is in the market for any commodity purveyed by Rotarians he announces it. to sustain comfortably the firm of each

For instance, one of our Rotarians is building a house and states that he is in the market for building supplies, roofing, finishings, some furniture and a refrigerating system and a number of other things that the Rotary brethren could supply.

The man in the grocery business wants a lot on which to build a new store, and he makes that fact known.

The plan is really proving most effective and it adds immeasurably to the good-fellowship and club loyalty that is the best side of Portland Rotaryism.

The public spirit side of it is intensely active now, as is indicated by the subjects discussed during the last month. On April 30th we celebrated Garden Contest Day, R. R. Routledge was chairman; Phil. S. Bates, Howard Evarts Weed and the writer were speakers to the subject and described Portland's progressive School Garden contest, which has enlisted 10,000 boys and girls in the useful and interesting work of making gardens out of weed-grown vacant lots, littered back yards, and semi-jungles, making productively beautiful spots out of waste places. Elbert Hubbard was a guest of the club on this day and falling in with the subject declared that every man owes it to himself to spend half his time working in the soil.

On May 7th the Oregon system of laws held the attention and Ex-United States Senator C. W. Fulton gave his opinion relative to the Initiative, Referendum and Recall. President Frank C. Riggs of the Rotary Club presided.

And then, like an unexpected gentle touch, the program of May 14th was given

# WILCOX TRUX

## *From Philadelphia to Los Angeles*



Gamble-Robinson Com. Co., Minneapolis, Minn.  
1st Truck, Feb. 2, 1909—3 Ton; since that  
date 1-1 1/2 Ton and 3-3 Ton—5 in all

firms in your line who are using Wilcox Trux. If you decide that you want a truck let their experience determine whether or not it shall be a WILCOX.

*Member Minneapolis Rotary Club*

**H. E. WILCOX MOTOR CAR CO.** 1046 Marshall Street N. E.  
MINNEAPOLIS, MINN.

*They have proven their worth in eighty-four  
different lines of business*

There's no argument about the merits of a truck that has made good.

Like all progressive business men you are interested in motor trucks, at least to find out what they can do for you.

The experience of others will save you costly experiments. We would rather you would take their word for Wilcox Trux than ours.

We will gladly send you the names of other

## THE NATIONAL ROTARIAN

to the sweetest sentiment of all in celebration of "Mothers' Day." Dr. John H. Boyd, the Rotary minister, who is pastor of the First Presbyterian church here, presided, and the speakers were Rev. Delmer H. Trimble and Rev. T. H. Walker. Rotarians are the busiest business men of Portland, but they were made to forget the routine that ordinarily occupies thoughts and time, and they thought of the other days and their beneficial works; that in this old world money and the getting of it are, after all, only incidental to the bigger purpose. Oscar T. Crosby, president of the Wilmington (Delaware) Traction System, was also a speaker on this day.

The Portland Rotary Club has taken a kind of leadership in the Good Roads movement in Oregon, the president is giving personal direction to the improvement of a stretch of road that, neglected, has handicapped the development of a great section in the West Willamette Valley, and the Club has been helped in the campaign to secure constructive highway legislation, the idea being that roads develop the country and the country develops the town, and when the town flourishes it is because its business men are prosperous. This, you see, puts public spirit and personal interest on the same side of the ledger.

MARSHALL N. DANA, Assoc. Ed.

### SAN FRANCISCO.

At our luncheon last Tuesday, Mr. E. C. D. Price, the chairman, had previously announced that he would ask the members present for the number of orders they had placed with Rotarians during the past week and wrote them to bring with them to luncheon what orders they could. There were 97 present at the luncheon, including 10 guests. Practically all members had placed some orders, ranging from 3 in number up to 70. One member had offered as a prize, the week before, an Electric Diamond Suction Cleaner, to be given to the man who had placed the largest number of orders during the week ending on that luncheon date. Mr. H. J. Brunner, structural engineer, whom you met in Chicago, won the prize for having placed 70 orders with different members of the club. Dr. S. R. Levy, our chiropodist, had placed 65 orders and C. K. Howe, the flag-maker and decorator, had placed 66 orders.

The announcement of what the members had done was made during the roll-call. We have a roll-call every Tuesday in which each member stands up, tells his name, his firm name and his business, and it was during this roll-call that the members made the announcements as to the number of orders they had placed and the orders they were prepared to place at that meeting. About one-third of the members had or-

## Protection is Better than Insurance



Nearly all Disastrous Conflagrations, with the terrible loss of lives, could have been prevented by the prompt use of a Chemical Extinguisher. Four-fifths of all fires in cities are put out by the Chemical Apparatus of the Fire Department; but it takes time for the firemen to get there.

Every Home, Store and Public Building should be provided with Badger's Hand Fire Extinguishers, which are always ready for immediate use. The cost is small and the expense of maintaining is comparatively nothing.

Better than Insurance that does not save your valuable papers, furnishings and other treasures from fire and which cannot be replaced. The Extinguisher puts out the fire at the outset.

Country Homes and Factories are usually located some distance from a

Fire Station and should be provided with

### BADGER'S 40-GALLON CHEMICAL ENGINE

When in need of Fire Extinguishers, or when you hear them mentioned, say "Write for catalogue and information to

**Badger Fire Extinguisher Co. 34 PORTLAND ST. BOSTON**

Charles R. Edwards, Manager (Member of Boston Rotary Club)





## THE NATIONAL ROTARIAN

ders with them to place during the luncheon.

We promote acquaintanceship by numbering the seats in the lunch-room and giving out cards numbered from 1 up to as many as attend the luncheon, and the number on the card received by the man as he enters the luncheon room determines the seat which he is to occupy for that luncheon. He then signs his name on the card and the collection of these cards gives us a roll of the members present at that luncheon.

On the 13th of April, we had a luncheon in honor of the ladies of the Rotary Club and their friends and had an attendance of about 235 at the luncheon, 127 of whom were ladies. Each lady was given a bushel basket filled with samples and souvenirs by the various members. We also had a roll-call of the members at the ladies' luncheon in the regular manner and also there were enough prizes drawn by lot so that each of the ladies present received a prize (in addition to the basket), the value of which ranged from \$1 up to \$25.00. The luncheon took two and one-half hours and if you can believe all that you hear, it was a big success. They are now asking when the next one is going to be.

We are going to take up for our slogan "A membership of 225," and this will be followed up until we have that many members.

R. R. ROGERS, Secretary.

### SEATTLE.

I was absent from the city for a period and consequently was off the job for an issue. Of course, that was the issue in which things happened.

On my return I found the Rotarian, which contained a picture (?) with the name of our Adonis-like President under-scribed, and to say that I was shocked, grieved and mortified, is to be very mild in characterizing my sensations.

As I understand the scheme of the cosmos, all things, whether good, indifferent or bad, are attributable to one of three sources; viz. God, man or the Devil. As to the first, our knowledge of the nature of the wise and beneficent Creator, leads us to believe that He had no hand in the perpetration of so severe a caricature.

If man, in the shape of an iniquitous photographer was to blame, he should be compelled to commit hari-kari at once, and thus relieve the world of a menace to future generations. (The picture might fall under impressionable eyes.)

It is only left to blame the Devil, whether the one in your office or the father of all evil, I do not know. If the former, catch him AND KILL HIM at once; if the latter, well, we can't say anything.

Really, and joking aside. The Seattle Rotary Club is so infatuated with the personal pulchritude of its President, that we would ask you to procure a picture of that mould of form, the late Roscoe Conklin,

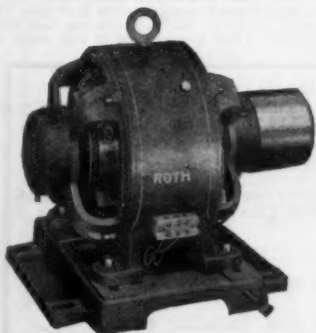
## ROTHMOTORS Are True Rotarians

—they keep on ROTATING, never tiring in their duty, giving power to all your machinery, and satisfaction to yourself and all your employees.

---

**ROTHMOTORS are the BEST Electric Motors Made**

---



### ROTH BROS. & CO.

(G. A. Roth, Member Chicago Rotary Club)

1411 West Adams Street, Chicago, Illinois

243 Canal Street, New York City

Head Building, Philadelphia    Keenan Building, Pittsburgh  
126 W. 2nd St., Cincinnati    1106 Cass Ave., St. Louis

## THE NATIONAL ROTARIAN

tone it down just a WEE bit and run it for Shorrock. This would not only be an act of justice but would right a great wrong.

The Seattle chapter of the Rotary Club is still doing things and we have the conceit to think we are a model for others to follow.

The percentage of attendance for the first fifteen meetings of 1912, is greater than for any preceding year, and bear in mind that our meetings are held weekly. The average attendance has been 99 members.

The meetings are looked forward to not only as a time of rest and refreshment, but as times of intellectual and business benefit. With each meeting the intimacy of the members increases, and the cheerful greetings on the street add a pleasure and zest to the eternal dollar chase.

At our last evening meeting there were about 200 present. We listened to a talk on the Panama Canal from Mr. Hefferman, who is owner of one of the largest ship-building plants on the coast. He had numerous lantern slides which he prepared himself. His talk placed us in more intimate relations to that wonderful work than had all of our previous reading.

The Secretary and all-round prop of our club, I refer to the only Skeel, was the recipient of an automobile, won in the King Bros. Co. contest, by a margin of several

million votes. The club saw to it, that once entered in the race he should come out ahead of the field. If ever a man earned a recognition from his fellows, Skeel has and the whole club rejoices.

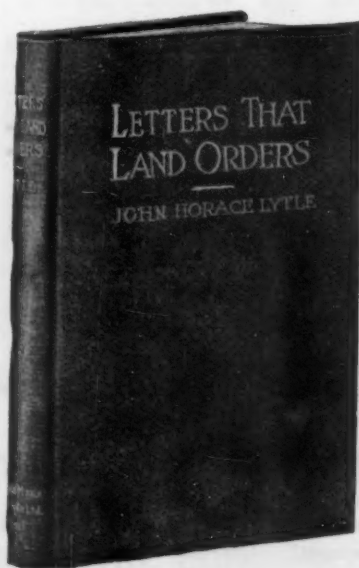
Let no man who reads this forget to remember to think of the 15th to 20th of July, prox., and to associate it with the Golden Potlatch, to be held in Seattle. We are to have a celebration which will make the best ever turned off by the New Orleans Mardi Gras look like a four-foot husband of a six-foot suffragette. If you are contemplating a vacation, we invite you for the good of your body and brain to visit Seattle at that time.

C. M. COE, Assoc. Ed.

### SPOKANE.

On the evening of April 26, the Rotary Club of Spokane celebrated Ladies' Night. On this occasion the ladies were invited to attend a banquet and exhibition, there being in attendance 285. Nearly fifty Rotarians, either jobbing, manufacturing or retailing products of special interest to the ladies exhibited, occupying the whole Palm Garden, same being situated on the floor above the Hall of the Doges in which place the banquet was held. The value of these exhibits, in many instances, could only be expressed in four figures. It has been stated that no exhibition ever held in Spokane was more complete in the number

## Getting Orders by Mail



Is the most fascinating thing in business. It keeps human expectation alive every minute. You never know what the next mail will bring forth. You can hardly wait to get down to your office in the morning. Your dreams at night are of the next day's mail. The fellow who does not get mail orders, doesn't know what the acme of business pleasure is. The great possibilities offered by the letter has more to do than anything else with making Business the greatest game men play. But to get results and the contingent exhilaration of constant expectancy—you've got to learn the fundamental principles of Scientific Letter Writing. There's no other way around. You can't guess at them. You can't wish for them. But if you will sign and send the attached coupon, we will at once send you a copy of Mr. Lytle's book—the best that has ever been written on this subject. It shows you so clearly that you can at once apply the principles it teaches to your business. You can't afford not to have this book, and possibly the best offer of all is that we will enter your subscription to receive our splendid magazine, BUSINESS, every month for one year. The book alone is easily worth \$1.50 and the combination is far too good to miss. So sign coupon and forward with remittance to-day. Your money back if you want it.

A. W. KNAPP, Secy.,  
The Business Man's Publishing Co., Ltd.  
111 W. Fort Street, Detroit, Mich.  
(Member Detroit Rotary Club.)

Dear Sir:—

Herewith is \$1.50 for which you may enter my name to receive BUSINESS for twelve months and also send me a copy of LETTERS THAT LAND ORDERS.

Name.....

Address.....

City and State.....

Foreign, \$2.50. Canadian, \$2.00

## THE NATIONAL ROTARIAN

of lines represented nor more beautiful in the harmony of arrangement.

On this occasion something like \$500.00 worth of prizes were distributed among the ladies, the majority being won in contest. Nearly a month previous a letter of invitation was sent to every Lady Rotarian in which was outlined the following contest: To the lady patronizing the largest number of Rotarians between the receipt of the letter and the evening of the banquet, would be awarded a first prize consisting of a tailor-made suit. There were thirty prizes ranging in value from \$65.00 down, all awarded in their order to the ladies competing. The winner of the first prize, out of a membership of 220 obtained 197 points as demonstrated by her purchase slips. Those reading this can appreciate the amount of enthusiasm manifested by the ladies competing, many having spent several days in their quest of merchandise.

During the evening's entertainment each Rotarian having exhibited or given a prize was called upon for a one-minute talk on the merit of the goods which he represented. Those participating were divided into seven groups having been classified according to their line or nature of the prize which they had offered. Every group was presided over by a different toastmaster, who, through his wit was able to change what might have been a dry program, into

an exceedingly interesting one. Many members having prizes or samples for every lady placed same in sacks. These sacks were distributed to every lady who attended, arousing additional enthusiasm.

Did it pay? Many thanks to the Rotary Clubs who originated the idea. We find the ladies make the best Rotarians.

This occasion has been an epoch maker in the history of our club.

### A GOOD OLD ONE.

They tell a story of an old deacon who became very ill, and some of his neighbors thought it was worth while to chronicle the progress of the disease, so they issued a three o'clock bulletin:

"Deacon Jones very ill, scarcely expected to live."

"Four o'clock bulletin: Deacon Jones sinking rapidly."

"Five o'clock bulletin: Deacon Jones dead and gone to heaven."

"Then some enterprising newspaper man, I suppose, who came along and did not think quite as highly of Deacon Jones as some of his friends did, took it upon himself to issue a six o'clock bulletin, an extra, which ran like this:

"Extra six o'clock bulletin: Great excitement in Heaven! The deacon has not arrived yet."



## BROTHERS ROTARIAN

We solicit your *special orders* for

## Designs and Engravings

of the better *grade and quality*, such as your local house may not be able to supply. With our facilities no order is too large or too small. *Mail orders are an important part of our business.* If you must send out of town what matters a few miles more or less.

**Designs and Illustrations in one or more colors for high grade  
CATALOGUES Advertising Displays  
Booklets Posters Souvenir Post Cards, Etc.**

Send for our *Rotarian Specimen Portfolio*

Established 1889

## GATCHEL and MANNING

Designers and Engravers  
in One or More Colors

Sixth and Chestnut Sts., opposite old Independence Hall

**PHILADELPHIA**



## THE NATIONAL ROTARIAN

### The National Rotarian

Published by the BOARD OF DIRECTORS  
OF THE NATIONAL ASSOCIATION OF  
ROTARY CLUBS OF AMERICA  
Headquarters: 911 First National Bank Bldg., Chicago

CHESLEY R. PERRY, Editor and Business Mgr

Subscription Price: 10 cents the copy, 25 cents a year

Advertising Rates will be furnished on Application

#### NATIONAL ASSOCIATION OF



"He profits most who serves best."

The only way to have a friend is to be one.—Emerson.

May 30. Don't speak or write of it as "Decoration" Day—beautiful as the thought may be. Refer to it as "Memorial" Day, which is the proper designation.

#### THE REASON WHY.

The reason why some clubs appear more prominently in The National Rotarian than others is because their officers and associated editors, and sometimes some of their members, are always on the job to see that we are kept posted as to what is going on in their "neck of the woods."

#### AMENDMENTS.

"Any resolution to add to or amend this constitution (and by-laws of the National Association of Rotary Clubs) shall be mailed to the Secretary at least 60 (sixty) days prior to the date of the convention." Sixty days prior to the convention will be June 5th, so that if you have any proposed amendments to the constitution of the National Association get them in at once.

#### CORRECT.

"What is the best thing to induce chest expansion?"  
"Medals."—Brooklyn Life.

Page Fifty-two

The trouble with most people who do a kind act is that they throw all crusts on the water and expect to get frosted angel-cake in return.

#### STICK.

"The advertiser who loses his patience will lose out. The masses who read advertisements move slowly."—Mail Order Journal.

#### ATTEND YOUR ROTARY CLUB.

"If you don't feel enthusiastic get up and rub up against some fellow who does. Recharge your batteries, and do the hard thing first; it will stimulate your nerve."—Jed Scarboro.

#### ORIGINALITY.

Of no use are the men who study to do exactly as was done before, who can never understand that today is a new day. We want men of original perception and original action, who can open their eyes wider than to a nationality—namely, to considerations of benefit to the human race—can act in the interest of civilization, men of elastic, men of moral mind, who can live in the moment and take a step forward.—Emerson.

#### AN ATTRACTIVE NOTICE.

Seattle is getting out an attractive and dignified four-page folder each week. The front page gives the meeting notice. The two inside pages are devoted to items of interest to club members. The back page is large enough for a good-sized advertisement from a different one of the members each week. Among the items of club news is the announcement of the "Ladies Rotary Guide," a handsome book which Mrs. and Miss Rotary take with them when they go to the stores to trade, and thereby get "that personal attention and courtesy which every shopper likes. The book works both ways. It brings the shopper to the retailer and it brings the retailer's attention to the shopper."

Don't forget  
You are to meet  
Leven hundred  
Uther Rotarians  
The 6th of August  
Harris says so.



## THE NATIONAL ROTARIAN

### NEWS NOTES.

Rotary meetings beget acquaintanceship. Acquaintanceship leads to friendship. Friendships lead to confidence. Confidence results in business.

A. Schlueter, director of the Oakland Rotary Club, has been visiting in Chicago.

O. C. Ingalls, secretary of the Columbus (Ohio) Rotary Club, was a recent visitor at headquarters. He is also president of the Delta Chi Fraternity, and is doing some aggressive organizing work for the fraternity.

A. L. Richardson, chairman of the Ways and Means Committee of the Rotary Club of New York, honored Chicago with a visit recently. He is one of the live wires of his club.

W. H. Reid, of the Tacoma Rotary Club, flitted through Chicago the other day and said he would stop on his way back.

Mack Olsen, president of the Des Moines Rotary Club, jumped into Chicago last month and picked up a couple of hundred thousand dollars for a new garbage reduction plant in Des Moines.

Chas. F. Schwager, of the Omaha Rotary Club, was a recent visitor at National headquarters.

D. L. Cady, former treasurer of the Rotary Club of New York, is on an extensive trip from the Atlantic to the Pacific Coast in the interests of his alma mater, University of Vermont.

Springfield, Mass., has been organized through the efforts of J. E. Fitzwilson, second vice president of the National Association. The officers are: C. P. Thompson, C. P. Thompson Co., 115 State Street; secretary, E. B. Calef, Royal Typewriter Co., 214 Myrick Bldg.

National Director Glenn C. Mead and Local Director Weston C. Boyd, of Philadelphia Rotary are to be guests of the newly organized Rotary Club of Washington, D. C., on the evening of June 7th.

E. J. Filiatrault, president Duluth Rotary Club, has been elected a National Director, vice C. W. Hill, resigned.

Jacksonville and Syracuse Rotary Clubs have recently been elected to membership in the National Association.

Mr. B. E. Pfeiffer, of Buffalo, addressed the Rotary Club of Syracuse at their organization dinner.

Rotary Clubs have recently been organized in Toledo, Ohio, Washington, D. C., and Springfield, Mass.

### OFFICIAL DIRECTORY NATIONAL ASSOCIATION OF ROTARY CLUBS OF AMERICA.

#### Headquarters.

911 First National Bank Bldg., Chicago.

#### Officers.

1911-1912.

President—Paul P. Harris, 127 N. Dearborn St., Chicago.

First Vice-President—R. R. Denny, 911 Western Ave., Seattle, Wash.

Second Vice-President—J. E. Fitzwilson, 294 Washington St., Boston, Mass.

Treasurer—Mac Martin, 1020 Security Bank Bldg., Minneapolis, Minn.

Sergeant-at-Arms — Werner Hencke, 2335 S. Grand Ave., St. Louis, Mo.

Secretary—Chesley R. Perry, 911 First National Bank Bldg., Chicago.

#### Directors.

1910-1912.

E. J. Filiatrault, care Mutual Auto Company, 313 West First St., Duluth, Minn.

A. R. Stafford, 2719 Franklin Ave., St. Louis, Mo.

L. Q. Swetland, care Perkins Hotel, Portland, Ore.

1910-1913.

Wm. J. Bovard, 911 Hennen Bldg., New Orleans, La.

Lee B. Mettler, 1320 Main St., Kansas City, Mo.

F. L. Thresher, Globe Bldg., Minneapolis, Minn.

1911-1914.

Eugene G. MacCan, 18 East 46th St., New York, N. Y.

Glenn C. Mead, 818 Real Estate Trust Bldg., Philadelphia, Pa.

Wm. G. Stearns, 301-302 Chamber of Commerce Bldg., Tacoma, Wash.

### CHAIRMEN OF COMMITTEES FOR 1911-1912.

#### Trade Relations, Inter-City.

J. E. Pinkham, Chairman, 909 White Bldg., Seattle, Wash.

#### Trade Relations, Local.

Geo. H. Eberhard, Chairman, 360 Fremont St., San Francisco, Cal.

## THE NATIONAL ROTARIAN

### Public Affairs, National.

Chas. W. Rutledge, Chairman, 924 Wainwright Bldg., St. Louis, Mo.

### Public Affairs, Local.

Francis M. Carroll, Chairman, 917 Kimball Bldg., Boston, Mass.

### Entertainments, Local.

B. F. Collins, Chairman, 212 Sixth St., N., Minneapolis, Minn.

### Model Constitution and By-Laws and Revision of National Constitution and By-Laws.

E. L. Skeel, Chairman, 1009 Alaska Bldg., Seattle, Wash.

### Extension Work on the Continent of Europe and the British Isles.

Harvey C. Wheeler, Chairman, 620 Atlantic Ave., Boston, Mass.

### Extension Work, Pacific and Trans-Pacific.

Chas. M. Elliott, Chairman, 142 Townsend St., San Francisco, Cal.

### AFFILIATED ROTARY CLUBS.

Each Rotary Club extends a cordial invitation to all visiting Rotarians to attend its meetings and to call upon its officers and members.

### BOSTON.

President — FRANCIS M. CARROLL, Lawyer, 917 Kimball Bldg. Phone Fort Hill 943.

Vice-President—ROBERT H. CLARK, Supt. John Hancock Mutual Life Ins. Co., John Hancock Bldg. Phone Main 5081.

Secretary—J. E. FITZWILSON, N. E. A. Southern Ry. Co., 838 Old South Bldg. Phone Main 1730.

Headquarters at office of the Secretary. Luncheons held every Wednesday at 1 p. m., Louis' Cafe, Fayette Court. Monthly meetings held on second Monday of each month at 6:00 P. M., Hotel Nottingham.

### BUFFALO.

President—THOMAS H. NOONAN, Attorney, 734 Ellicott Square. Phones Fron. 420, Sen. 1211.

Vice-President—G. BARRETT RICH, JR., Federal Telegraph & Telephone Co., 332 Ellicott St.

Secretary—HERBERT L. HART, American Surety Company, 701 White Bldg. Meetings are held on every Thursday at 12:30 p. m. at Hotel Statler.

### CHICAGO.

President—W. S. MILLER, V.-Pres. Bush & Gertz Piano Co., 800 N. Clark St. Phone North 1610.

Vice-President—DONALD M. CARTER, Patent Attorney, 1410 Marquette Bldg. Phone Cent. 1651.

Secretary — HORACE W. DAVISON, Treas. Am. Plate Enamel Co., 910 1st Nat'l. Bank Bldg. Phone, Randolph 608.

Club Headquarters and Secretary's Office, 910 First Nat'l Bank Bldg. Phone Rand. 608. Club dinners 2nd and 4th Thursdays, 6:30 p. m., at various places. Luncheon every Tuesday, 12:30 to 1:30 p. m., at Vogelsang's Restaurant, 175 W. Madison St.

### CINCINNATI.

President—FRANK J. ZUMSTEIN, V.-Pres. Zumstein Taxicab Co., 12 E. 6th St. Phone Canal 2051.

First Vice-President—FRANK G. CURRY, Pres.-Treas. Curry Woodware Co., 22 E. 2nd St. Phone Main 4350.

Second Vice-President — JOHN W. FLACH, the Flach Bros. Grocery Co., 2nd and Vine Sts. Phones Main 415-416.

Secretary — CHAS. B. WILBERDING, Tailor, 206 Neave Bldg. Phone Main 3922.

Meetings held at McAlpin's, 4th Ave., West, every Thursday for noon-day luncheon at 12:30 P. M.

### CLEVELAND.

President—J. J. WEMPLE, Ohio Sash & Door Co., 703-821 Canal Rd. Phones Central 91; Main 1382.

Vice-President—H. T. BEIDLER, National Screw & Tack Co., Stanton Ave. and C. & P. Ry. Phones, Princeton 775; East 404.

Secretary—WM. DOWNIE, Painting and Decorating, 1018 Prospect Ave. Phones Main 1180 L., Cent. 5768 W.

Meetings held 2nd Monday of month at 6 p. m. at various places.

### COLUMBUS (Ohio.)

President—RALPH E. WESTFALL, Attorney, 1105 Columbus Savings and Trust Bldg.

Secretary—OSMER C. INGALLS, United Coal & Supply Co., 509 New 1st Nat'l. Bank Bldg.

Luncheons at 12 m. first and third Thursdays of each month.

### DALLAS (Texas).

President—M. E. MARTIN, Hobson Electric Co.

Vice-President—LEWIN PLUNKETT, C. F. Blanke Tea & Coffee Co.

## THE NATIONAL ROTARIAN

Secretary—FRED E. JOHNSON, 1804 Jackson Street, Printing.

### DAVENPORT (Iowa).

President—W. H. HARRISON, Snider, Harrison & Hynes, Fire Insurance, 201 Putnam Bldg.

Vice-President—V. E. HAYWARD, Manager, Davenport Ladder Co.

Secretary—FRANK W. SKINNER, Mitchell Advertising Agency, 41 First National Bank Bldg.

Meetings, Monday of each week at 12 M. at the New Kimball.

### DENVER.

President—JESSE M. WHELOCK, Gen. Agt. Northwestern Mutual Life Ins. Co., 1st Nat'l. Bank Bldg.

First Vice-President—CHAS. W. FRANKLIN, Attorney, Franklin & Tedrow, 834 Equitable Bldg.

Second Vice-President—JOHN L. HUNTER, Advertising Mgr. A. T. Lewis & Sons Dry Goods Co., 16th & Stout Sts.

Secretary—J. H. HINE, Hine Desk & Co., Chamber of Commerce Bldg. Phone, Main 8134.

### DES MOINES.

President—MACK OLSEN, Real Estate, Stocks, etc., 254 K. P. Blk. Phone Walnut 1625.

Vice-President—HARRY H. STIPP, Lawyer, 402 Youngerman. Phone Walnut 1751.

Secretary—O. R. McDONALD, Advertising Agency, 322 Flynn Bldg. Phone Walnut 5805.

### DETROIT.

President—C. E. KNIGHT, Gen. Mgr. Michigan Drug Co., 26-36 Congress St. E. Phone Main 6110.

First Vice-President—FRED J. ROBINSON, Lumber, 16th and Warren Ave. W. Phones Walnut 426, City 427.

Second Vice-President—W. T. GREGORY, American Ex. Co., 18 Campus Martius. Phone Main 6121.

Secretary—D. H. BOWER, Car Advertising, 83 W. Fort St. Phones Main 5022, City 5022.

Club Headquarters maintained at office of Secretary. Luncheon every Wednesday at Hotel Griswold at 12:30, except 2nd Wednesday in month for dinner at 6 o'clock.

### DULUTH (Minn.)

President—E. J. FILIATRAULT, Mutual Auto Co., 313 West First St. Phones, Melrose 694, Grand 694.

Vice-President—M. A. THOMSON—Thomson & Stewart, 226 West Michigan St. Phones, Melrose 657, Grand 657.

Secretary—A. A. MICHAUD, Stephenson Insurance Agency, Wolvin Bldg. Phones Melrose 2406, Grand 406.

Club headquarters maintained at office of Secretary. Dinner every Monday at Elk's Club at 6:15, except every second Monday in month for luncheon at 12:30.

### HARRISBURG.

President—J. R. KINSLOE, Mgr. Wm. L. Bear & Co., Brokers, 17 N. Market Square. Phones Bell 1066, Union 709.

Vice-President—E. J. LEWIS, Shoes, 226 Market St. Phones Bell 1706, Union 205.

Secretary—F. J. DREHER, Life Insurance, 401 Telegraph Bldg. Phone Bell 2674.

Meetings held on 1st and 3rd Tuesdays of month at various places.

### HARTFORD.

President—FRANK P. FURLONG, Cashier Hartford National Bank.

Vice-President—CLARENCE M. RUSK, Travelers' Insurance Co., 686 Main St.

Secretary—PHILIP E. CURTISS, Mrs. Assns. of Connecticut, 803 Main St.

Meetings held 2nd Wednesday of each month.

### JACKSONVILLE (Fla.)

President—GEO. W. CLARK, Clark Bldg. First Vice-President—H. B. MINIUM, 310 W. Bay St.

Second Vice-President—DAVID H. DOIG, Dyal-Upchurch Bldg.

Secretary—GEO. E. LEONARD, 405 Bisbee Bldg.

Club headquarters, 202 Clark Bldg.

### KANSAS CITY.

President—RUSSELL F. GREINER, V.-Pres. Union Bank Note Co., 10th and Central Sts. Both Phones Main 418.

Vice-President—BURTON PIERCE, Talking Machines, 1013 Walnut St. Both Phones Main 921.

Secretary—OTTO WITTMANN, Pres. K. C. Auto Supply Co., 1504 Grand Ave. Phones Grand or Main 3181.

Luncheons every Thursday from 12:30 to 2 p. m.

### LINCOLN.

President—F. C. PHILLIPS, Plumbing and Heating, 1421 P St. Phones Auto. 1666, Bell 762.

First Vice-President—A. H. ARMSTRONG, Clothing, 1221 O St. Phones Auto. 6289, Bell 3289.

Second Vice-President—F. W. BROWN, SR., Lumber, 700 O St. Phones Auto. 1568, Bell 568.

Secretary—C. V. HIGBY, Cleaning and Dyeing, 1322 N St. Phones Auto. 1292, Bell 147.

Meetings every Monday noon at Lincoln Hotel.

## THE NATIONAL ROTARIAN

### LOS ANGELES.

President—WALTON J. WOOD, Attorney-at-Law, 408 Bullard Block. Phones, Home A1228; Main 1228.  
Vice-President—ROGER M. ANDREWS, Citizens' Trust & Savings Bank, Trust Dept., Bradbury Bldg.  
Secretary—WILL STEPHENS, Fire Insurance, 314 Security Bldg. Phones Home F. 5543, Main 1364.  
Club Headquarters at Secretary's office. Club meets every Friday for luncheon.

### MINNEAPOLIS.

President—JAS. F. SHERIDAN, Green-DeLaittre Co., 500 N. Third St. Telephone Main 1851.  
1st Vice-President—W. C. HELM, Flour, 430 Security Bk. Bldg. Phones, N. W. Main 4470; T. S. Center 1430.  
2nd Vice-President—WM. P. BURNS, Ornamental Iron and Bronze, 2700 27th Ave. South. Phones, N. W. South 1945; T. S. Calhoun 2338.  
Secretary—GEO. L. LANG, Security Bank Bldg. Main 774.  
Club Headquarters at office of Secretary. Meetings held every Friday at 12:30 p. m. at Hotel Radisson.

### NEW ORLEANS.

President—W. W. VAN METER, Builder, Contractors' and Dealers' Exchange. Phone Main 2670.  
Vice-President—DR. J. F. OECHSNER, Physician, 621 Macheca Bldg.  
Secretary—WM. J. BOVARD, Insurance, 902 Hennen Bldg. Phone Main 633.  
Club Headquarters at office of President. Meetings held 2nd Tuesday of month at 6 p. m. for dinner and 4th Tuesday at 8 p. m. at the office or establishment of one of its members.

### NEW YORK.

President—V. CLEMENT JENKINS, Jenkins Linen Co., 13 E. 22d St. Telephone Stuyvesant 534.  
Vice-President—JAMES D. KENYON, The Sheldon School, 200 Fifth Ave. Telephone Gramercy 3175.  
Secretary—EUGENE G. MacCAN, Florist, 18 East 46th St. Telephone Gramercy 274.  
Meetings held on 2nd Thursday of month.

### OAKLAND (Calif.)

President—ROBERT ROBERTSON, Cape Ann Bakery, 575 Twelfth St. Phones Oakland 128, Home A-1280.  
Vice-President—D. E. PERKINS, Burroughs Adding Machine, 460 Thirteenth St. Phones Oak. 7525, Home A-5485.  
Secretary—D. L. ARONSON, Mgr. Cahn, Nickelsburg & Co., Shoe Mfg., 1126 Brush St.

*Page Fifty-six*

Club Office, 414 Security Bank Bldg. Phone Oakland 7651. Meetings every Thursday at 12:30.

### OKLAHOMA CITY.

President—G. W. CURTIS, Oklahoma City Mill & Elevator Company.  
Vice-President—B. Z. HUTCHINSON, Plumber, 130 N. California St.  
Secretary—EUGENE WHITTINGTON, Fire Insurance, 500 Insurance Bldg.

### PHILADELPHIA.

President—GLENN C. MEAD, Assistant City Solicitor, 818 Real Estate Trust Bldg. Phone Bell, Spruce 2948.  
Vice-President—E. J. BERLET, Maxwell & Berlet, Jewelers, S. E. Cor. 16th and Walnut Sts. Phone Bell, Locust 2000.  
Secretary—CHARLES A. TYLER, Mgr. Bartlett Tours Co., Tourist Agents, 200 South 13th Street. Phone, Bell, Walnut 2491.  
Regular luncheons at the Bingham Hotel on Wednesdays, 12:30 to 1:30 p. m. Club headquarters, 200 South 13th Street.

### PITTSBURG.

President—DAVID C. FARRAR, President, The Farrar Advertising Co., Diamond Nat'l. Bank Bldg. Phone Court 867.  
First Vice-President—D. J. BROWN, 213 Water St.  
Second Vice-President—OSCAR T. TAYLOR, Attorney and Counsellor at Law, 414 Park Bldg.  
Secretary—JAMES McCCLURE, Little & McClure, Fire Insurance, Commonwealth Bldg. Telephone Court 69.  
Club luncheons held every Wednesday at Fort Pitt Hotel.

### PORTLAND.

President—F. C. RIGGS, 23rd and Washington St. Telephone Main 4542.  
Vice-President—C. V. COOPER, 813 Chamber of Commerce. Telephone Main 4809.  
Secretary—OLIVER G. WALKER, Timber and Timber Lands, 518 Yeon Bldg. Phones A. 1723, Main 5718.  
Weekly luncheons held every Tuesday at 12:30 p. m.

### PROVIDENCE.

President—J. B. LEEMAN—Browning, King & Co., 212 Westminster St. Phone U-1285.  
Vice-President—E. R. DAVENPORT, Electricity, 170 Westminster St. Phone U-741.  
Secretary—E. L. MORRIS—Office Furniture, 48 Weybosset St. Phone U-1214.  
Daily and Wednesday luncheons at Perkins Restaurant.



## THE NATIONAL ROTARIAN

### ROCHESTER.

President—JAMES E. KELSO, President Kelso Laundry Co., 497-499 State St. Telephone 899.  
Vice-President—EDMUND L. ALLING, Gillis Baird Motor Car Co., 96 Clinton Ave., South. Telephone 1912.  
Secretary—SETH C. CARPENTER, Travelers' Insurance Co., 508-521 Granite Bldg. Telephone 1652.  
Club luncheons every Tuesday, 12:30 to 1:30 P. M., at Hotel Rochester.

### SALT LAKE CITY.

President—C. A. QUIGLEY, Wagons, Automobiles, etc., 157 South State St.  
Vice-President—B. F. REDMAN, Transportation and Storage, 117 So. West Temple.  
Secretary—SAMUEL R. NEEL, Mng. Stk. Broker, 1004 Newhouse Bldg.  
Meetings held 1st Tuesday of month. Club luncheons every Tuesday of month except 1st Tuesday.

### SAN DIEGO (Calif.)

President—CARL H. HEILBRON, Electric Wiring and Fixtures.  
Vice-President—ROSCOE HAZARD, Hardware.  
Secretary—CHARLES K. VOORHEES, Grading and Excavating, 304 American National Bank Bldg.  
Meetings of the club are held on Thursday of each week at 12:10 p. m.

### SAN FRANCISCO.

President—M. LOUIS WOOLEY, Peet Bros. Mfg. Co., 444 Market St. Phone Kearny 2200.  
Vice-President—CHAS. M. ELLIOT, Seymour & Elliot, 142 Townsend St. Phone Kearny 2353, J 2773.  
Secretary—R. R. ROGERS, Mfg. Chemist, 527 Commercial St. Phones Kearney 150, C. 1505.  
Club Headquarters at 803 Humboldt Bank Bldg. Weekly luncheons from 12:30 to 1:30 p. m.

### ST. JOSEPH (Mo.)

President—W. P. TRACY, American Printing Co., 8th and Charles St. Phone Bell 577.  
Vice-President—CLAUDE MADISON, 302 S. Fifth St. Phone Bell 520.  
Secretary—W. S. ALDRICH, Eckel & Aldrich, Architects, 1105 Corby-Forsee Bldg. Phone, Bell 62.  
Meetings of the club are held on the second and fourth Tuesdays of every month.

### ST. LOUIS.

President—J. O. CHENOWETH, Cleaning and Dyeing, 1416 Washington Ave. Phones Main 528-29-30, Central 1540-41.

First Vice-President—W. F. STEWART, Pittsburg Water Heater Co., 1405 Olive St. Phones Main 2458, Central 5457.

Second Vice-President—W. N. CHANDLER, Cleaner Mfg. Co., 2842 Olive St. Phones Bomont 42, Central 4636.

Secretary—A. D. GRANT, Pres. Grant-Orvis Brokerage Co., 202 Commonwealth Trust Bldg.

Club luncheons every Thursday at 12:30, except 1st Thursday of month at 6:30 p. m.

### ST. PAUL.

President—WM. H. OPPENHEIMER, Lawyer, 1415 Pioneer Bldg. Phone Cedar 822.

Vice-President—CLARENCE C. GRAY, Hay and Grain Commission, 116 East Third St. Phones Cedar 1590, Tri-State 752.

Secretary—J. W. G. CURTISS, Country Newspaper Advertising, 202 Dispatch Bldg. Phone Cedar 5102.

Club Headquarters at Ryan Hotel. Regular meetings at Ryan Hotel every Monday at 12:15 except the last Monday in month, when meeting is 6:15.

### SEATTLE.

President—E. G. SHORROCK, Accountant, Central Bldg. Phones Main 2061, Ind. L 3177.

Vice-President—G. K. BETTS, Washington Trust Co., Kinnear Apartments. Phones Main 546, Ind. 3553.

Secretary—E. L. SKEEL, Attorney, 1009 Alaska Bldg. Phones, Main 6511; Ind. 1043.

Club Headquarters at office of Secretary. Meetings held at the Arctic Club every Wednesday at 12:30 p. m.

### SPOKANE.

President—A. F. ROGERS, Paper, Havermale Co. Phone Main 3796.

First Vice-President—LAWRENCE JACK, Lawyer, 610 Hyde Bldg. Main 3008.

Second Vice-President—A. A. KRAFT, Harness & Saddlery, 517 Washington St. M. 512.

Secretary—L. F. ALLEN, Salesmanship and Sales Promotion, 425 Eagle Bldg. Phone Main 107.

Meetings held every Thursday at 12:15 p. m.

### SUPERIOR (Wis.)

President—B. J. CULBERTSON, Culbertson Fruit Co.

Vice-President—GEORGE YALE, Laundry, Brown Yale Co.

Secretary—CLARENCE HARTLEY, Lawyer, First National Bank Bldg.

## THE NATIONAL ROTARIAN

### TACOMA.

President—W. C. MORROW, Attorney, Bank of California Bldg. Phone Main 340.

Vice-President—R. H. CLARKE, Mfr. Doors and Sash, Tide Flats. Phone Main 525.

Secretary—WM. G. STEARNS, Real Estate, 301-2 Chamber of Commerce Bldg. Phone Main 543.

Club Headquarters at office of Secretary. Regular weekly luncheon at Tacoma Hotel every Thursday at 12:30 p. m.

### WICHITA.

President—HARRY W. STANLEY, Life Insurance, 505 Sedgwick Block. Phone Douglas 1471.

Vice-President—M. E. GARRISON, Pres. Hauser-Garrison Dry Goods Co., 117 E. Douglas. Phone Market 1440.

Secretary—GEORGE H. PUTNAM, Care The Hart-Paar Threshing Machine Co.

Meetings of Club held every Monday of month except months of July and August, at the Kansas Club at 6:30 p. m., and luncheons at either Hamilton Hotel or the M. Y. C. A. at 12:30 p. m.

### WINNIPEG (Man.)

President—W. J. CLUBB, Cigars and Tobacco, 224 Portage Ave. Phone, Main 2810.

Vice-President—L. J. RUMFORD, Rumford Sanitary Laundry, corner Wellington and Home. Phone, Garry 400.

Secretary—C. J. CAMPBELL, Southam Limited, Tags, Tickets and Labels, 231 Hargrave. P. O. Box 2046. Phone, Garry 2958.

---

## ROTARY CLUBS IN THE UNITED STATES AND CANADA NOT YET AFFILIATED IN THE ASSOCIATION

### BALTIMORE (Md.)

Secretary—A. EUGENE BLAIR, Continental Bldg.

### NEWARK (N. J.)

Secretary—C. L. JOHNSON, 81 Market Street.

### OMAHA (Neb.)

Secretary—GEORGE DUNCAN, 110 Bee Building.

### PUEBLO (Colo.)

Secretary—B. F. SCRIBNER, President The Arkansas Valley Commercial Association.

### SYRACUSE (N. Y.)

Secretary—CHAS. H. HOWE, 201 S. Salina St.

### TOLEDO (Ohio.)

Secretary—HERBERT H. STALKER, 228 Nasby Bldg.

### VANCOUVER (Canada.)

Secretary—L. F. LAWSON, 1027 Granville Street.

### WORCESTER (Mass.)

Secretary—C. H. STODDARD, 120 Commercial Street.

---

## ROTARY CLUBS IN GREAT BRITAIN AND IRELAND

### BELFAST (Ireland.)

Secretary—HUGH BOYD, 72 High St.

### DUBLIN (Ireland.)

Secretary—WILLIAM A. McCONNELL,

### GLASGOW (Scotland.)

Secretary—W. Stuart Morrow, 100 Bothwell St.

### LONDON (England.)

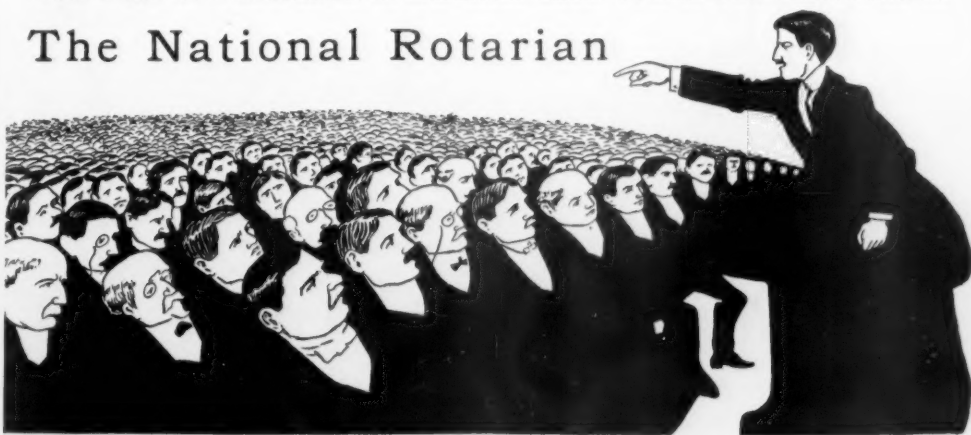
Secretary—E. SAYER SMITH, 49 Great Sutton Street, E. C.

### MANCHESTER (England.)

Secretary—JOHN SIBSON, 44 Brazennose Street.



You Talk to Thousands of Business Men When You Advertise in  
**The National Rotarian**



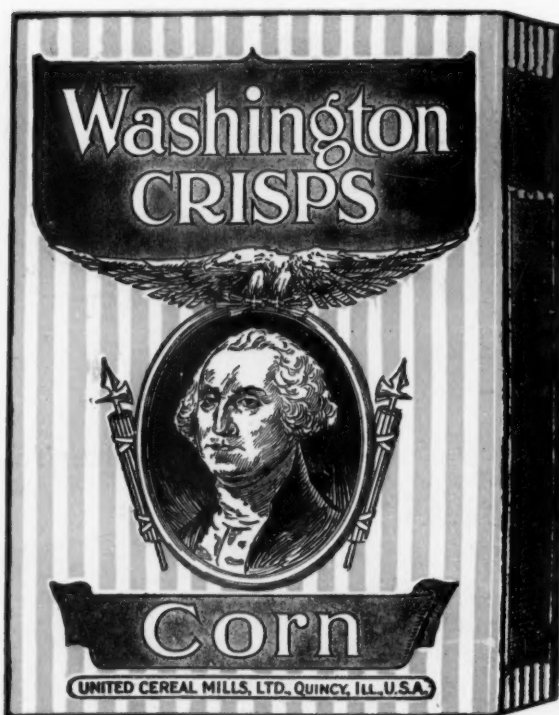
If you have a message for business men, for Rotarians everywhere,  
try a six months contract with

**The National Rotarian**

# Washington Crisps

First in Quality  
First in Quantity  
First on the Breakfast Table

A  
50%  
Larger  
Package



Get  
Your  
Money's  
Worth

Best Toasted Corn Flakes  
Big Quality Package 10c.

## United Cereal Mills, Limited

Quincy, Ill.

ROTARIANS  
CHICAGO

Buffalo N. Y.